DECEMBER 2, 1957

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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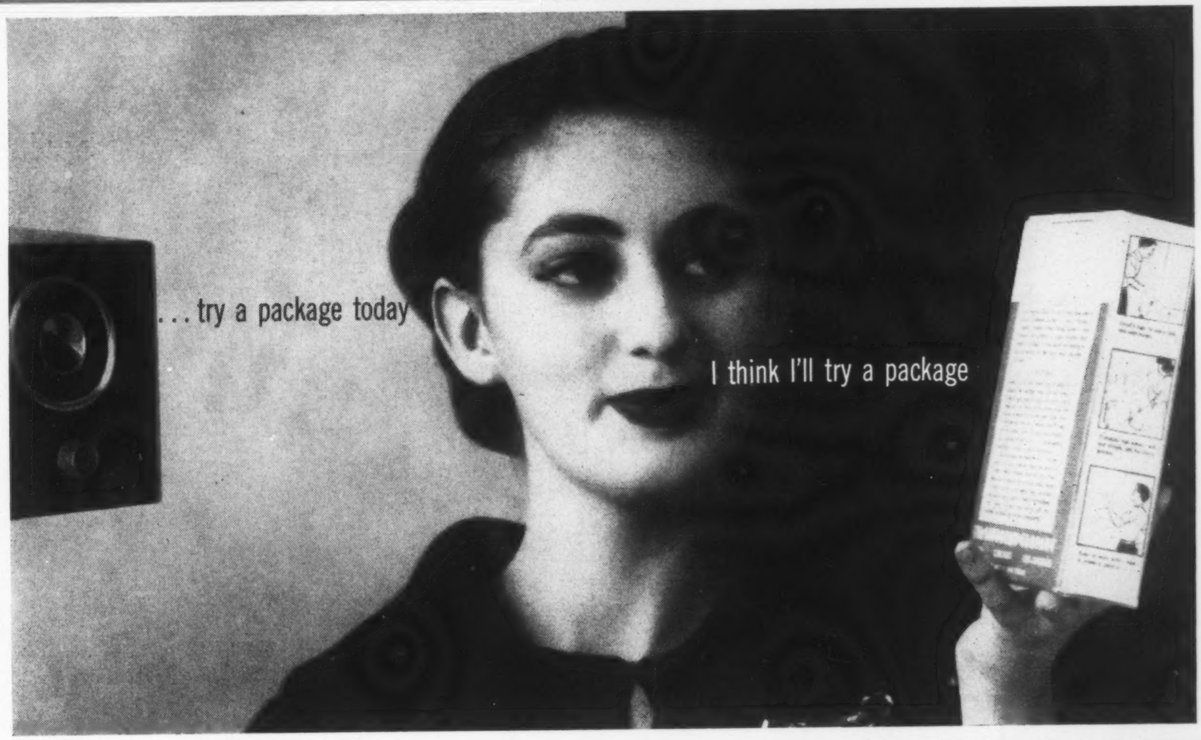
. . . try a package today
I think I'll try a package

Where there's a Storz Station . . . there's **RESPONSE**

generated by the kind of radio which—in each of these major markets—has more listeners than any other station

MINNEAPOLIS-ST. PAUL WDGY is first . . . all-day average. Proof: Hooper (31.9%) . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY WHB is first . . . All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS WTIX is first All-day. Proof: Hooper (WTIX 2 to 1) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI WQAM is first . . . All-day. Proof: Hooper (42.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
[illegible]

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley

No. 1 OF A SERIES
STEEL

WHEELING STEEL CORPORATION

Operates eleven plants producing over two million net tons of steel ingots processed into pipe, tin and black plate, steel sheets and many by-products. Fifteen thousand earn in excess of 90 million dollars annually. In 1958, the culmination of a 250 million dollar expansion program. Wheeling Steel—another dynamic factor in this spiraling market where 1½ million people spend over 2 billion annually. WTRF-TV influences these 425,196 TV homes with penetrating impact!

"Wheeling Steel is my job—has been for twelve years. I'm just one of 15,000 workers proud to be part of this 'mine-to-market' operation. It's hard work but we make good money and buy what we want. I get through at 3 and I'm ready to relax. WTRF-TV offers me and the wife the major part of our enjoyment. Of course, our five year old son is an important part of our family picture, too!"

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv

CHANNEL 7

reaching a market that's reaching new importance!

TERRE HAUTE
is Indiana's 2nd largest
TV Market!
TERRE HAUTE
CBS
CBS
10
CBS
WTHI - TV

CBS, NBC, and ABC
Television Networks

251,970

TV HOMES IN THE
WTHI-TV VIEWING AREA

NCS NO. 2 STUDY

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO,
LOS ANGELES, SAN FRANCISCO, BOSTON

T.M.—CBS-TV

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

more listeners are tuned to

1080

KRLD Radio Dallas

than to any other full-time radio station in the state of Texas

N.C.S. NO. 2

ONE ORDER — ONE BILLING — MAXIMUM COVERAGE — MINIMUM COST. KRLD, the oldest CBS affiliate in Texas, is the only 50,000 watt station in the Dallas-Fort Worth area not sharing its time and frequency with another station. This greatest of Southwestern markets, plus North Texas and Southern Oklahoma, can be delivered to you by KRLD at less cost per one thousand listeners. You need not divide contracts with two stations — you earn greater frequency discounts — you get maximum impact for minimum investment. Without a doubt, KRLD Radio 1080, CBS outlet for Dallas-Fort Worth, is the biggest buy in the biggest market in the biggest state. In this rapidly expanding market your basic advertising medium should be — MUST be — KRLD.

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV Channel 4. KRLD-TV, telecasting with maximum power from atop Texas' tallest tower, reaches out farther, with a strong clear signal, than any other TV station in Texas.

KRLD Radio CBS

DALLAS

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

50,000 WATTS COMPLETELY SATURATE THE GREAT SOUTHWEST MARKET

closed circuit®

ST. LOUIS AD TAX • St. Louis proposal to tax advertising media [see page 9] may be easier to beat than similar measure which was adopted in Baltimore. In Baltimore, Mayor Thomas D'Alesandro, already at odds with local press, helped to conceive plan and then had it rammed through city council that has consistently supported administration. St. Louis Mayor Raymond R. Tucker, who has good relations with local radio-tv and press, is not connected with authorship of tax suggestion in his city.

•

"Tv Key," syndicated newspaper column which carries previews of network shows, is worrying network chieftains. Reportedly, bad review can hurt ratings even before program gets off ground. Network officials are debating whether to refuse to let "Tv Key" representatives see rehearsals or preview shows in future.

•

BARROW REPORT • FCC's Network Study Committee (Chairman Doerfer, Comrs. Hyde and Bartley) to all intents goes by boards with decision that full Commission will consider Network Study (Barrow) Report to speed submission to Congress. Instead of briefing for three-man committee, entire Commission will meet for two days during week of Dec. 16 to hear Dean Roscoe L. Barrow and other members of his staff analyze 7¼ lb., 1,327 page report. Commission hopes to have its recommendations in hands of Senate Commerce Committee soon after next session of Congress opens (Jan. 7).

•

It's doubted whether Commission as group will be disposed to approve all Barrow Report recommendations and, more particularly, those "booby traps" on program regulation which were secreted in body of report but which do not show in recommendations and conclusions. If FCC cannot complete its work in time for Congressional deadline, it may simply transmit Barrow report with its own recommendations to come later.

•

NO HOPE • It hasn't been announced yet but Maria Helen Alvarez will take Bob Hope's place in ownership of WREX-TV Rockford, Ill. Sale of station to Hope-Albert Zugsmith group for $3 million received FCC approval in October. Mr. Hope and associates, 50% owners of buying syndicate, are dropping out, and Mrs. Alvarez will substitute—for 60% interest. Mrs. Alvarez is 38.9% owner of KFMB-AM-TV San Diego, KERO-TV Bakersfield, both Calif., and KYAT (TV) Yuma, Ariz.

•

It can now be explained why Frank Stanton, CBS president, has been spending day or more each week in Washington for past year. He's been member of top-level civilian committee, headed by H. Rowan Gaither Jr., former president of Ford Foundation, which drew up secret defense report submitted week ago to President, Office of Defense Mobilization and National Security Council.

•

ONLY THE BEGINNING • With acquisition of WDAF-AM-TV from *Kansas City Star* for $7.6 million cash, National Theatres Inc. is understood to be considering other station acquisitions and probably will seek maximum vhf quota of five outlets. Theatre exhibition chain, one of nation's largest, has upwards of $20 million available for "diversification" which includes station acquisition. Charles L. Glett, president of National Film Investments Inc. subsidiary, has long background in broadcasting, including vice presidencies of Don Lee and CBS and presidency of RKO Pictures [CLOSED CIRCUIT, Nov. 25; story page 62].

•

People who think of spot radio campaigns in terms of short drives may alter their viewpoint when they see results of timebuyer survey conducted by Radio Advertising Bureau. To be released shortly, survey shows that during first half of this year average radio campaign ran 22 weeks.

•

WIRING NEW YORK • How is Selectivision—wired subscription tv system—going to get cables to home owners in New York area? Company which claims to have contracts with three movie exhibition chains for toll tv project [see page 81] proposes to run own coaxial cables through subway and utility tunnels to master antenna systems of large-scale apartment developments. Reason: AT&T line charges are too expensive.

•

FCC is going to take firsthand look at subliminal perception as soon as it can clear time for demonstration offered by James Vicary, president of Subliminal Projection Inc. FCC Chairman John C. Doerfer broached proposal to fellow commissioners and they're all apparently interested in clearing up mystery of subconscious technique. Rub is to find time on FCC schedule with holiday season approaching. Showing may be in week or 10 days. [See story page 31.]

•

INFLATING RATINGS • New technique of allegedly artificially stimulating local station ratings, without resorting to money giveaway gimmicks, is developing, notably by newspaper-owned tv stations. In one market where only newspaper owns competitive tv outlet, it's reported that during survey check period, paper is loaded with spotlight display on programs carried by newspaper-owned outlet. Other stations can't compete because of high cost of space. When survey period is over, according to reports, newspaper-owned station spotlight ads drop down to normal.

•

Miller Robertson, station manager of WTCN-TV Minneapolis-St. Paul, on Dec. 8 becomes station manager of new ch. 7 KIRO-TV Seattle which is scheduled to begin programs tests between Christmas and New Year. He will report to Saul Haas, president-general manager of KIRO-AM-FM-TV. KIRO-TV will be CBS affiliated and represented nationally by Peters, Griffin, Woodward Inc.

•

STITCH IN TIME • AT&T has promised to deliver circuits it formerly said it didn't have to enable NBC-TV to deliver network programs at accustomed local times throughout daylight saving time period. Lawrence H. Rogers (WSAZ-TV Huntington, W. Va.), chairman of special NBC-TV affiliates subcommittee of stations which stay on Eastern Standard Time year around, was assured by AT&T last week that microwave facilities would be made available. Until AT&T came through, it looked as though EST stations would be prevented from joining NBC-TV tape-recorded delayed broadcast schedule [CLOSED CIRCUIT, Nov. 18].

•

KOY Phoenix is claimant of industry-wide championship in civic affairs. John R. (Jack) Williams, program director and part owner, was re-elected mayor of Phoenix Nov. 12 for second two-year term. John Hogg, president and part owner, was elected president of Phoenix Better Business Bureau last month, while seven of station's staff members currently hold civic or association offices.

•

RADIO ON RISE • Resurgence of radio reflected in report of WGN Chicago by Ward Quaal, vice president and general manager. Station is sold out daytime from 5:30 a.m. sign-on until 7 p.m. (except for public service periods), 72% sold out from 7-11 p.m. and 52% sold out from 11 p.m.-1:05 a.m. sign-off. It's 80% sold out weekends (Sat.-Sun.) day and night combined. Business was up 39% for October 1957 as compared with same month last year. Television sales of WGN-TV are up 18.6% over October 1956.

•

Cunningham & Walsh and Young & Rubicam both have made presentations to American Tobacco Co. for Lucky Strike account, but for moment, at least, account will stick with BBDO. Lucky Strike, which bills about $15 million, has been serviced by BBDO for past decade.

Another Award for KCMO Radio NEWS

Medill School of Journalism (Northwestern University) and the Radio-Television News Directors Association have awarded KCMO-Radio their annual Distinguished Achievement Award for the "outstanding radio news story broadcast" of 1957.

The story was one of the most important in Kansas City history: the May 20 tornado which struck the Ruskin Heights-Hickman Mills area.

This is the third major award for KCMO-Radio news in six years. In 1951 both the Distinguished Achievement Award for "overall radio news operation" and the Sigma Delta Chi Award for radio reporting went to KCMO-Radio.

So it's no lack of modesty that leads us to tell our listeners: "You're in the know on KCMO."

KCMO-Radio's full-time news department is staffed by professional radio-journalists, every one of them journalism-school trained: (L to R) Don Brewer, Howard Neighbor, Bill McReynolds, Allen Smith, Jim Walsh, Harold Mack, Joe Kramer, and news director Jim Monroe.

KCMO · Television · Radio · **Kansas City** Basic CBS Radio & TV

Affiliated with Better Homes & Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Network Radio Revisited—The family of four is doing fine, thank you. Billings may not be something to shout about, but business seems to be going up. More top national advertisers have returned this year and networks as well as major agencies indicate that network radio will do still better in 1958. Page **27.**

A SPECIAL REPORT ON SUBLIMINAL

It's Under Discussion Everywhere—There's still plenty of panic around but it's subsiding a little. NARTB and networks meet secretly. Networks want no part of invisible or barely audible messages. New Orleans firm shows marketers how subliminal works, and how to discover its presence in pictures. FCC and Sen. Potter get into the act. WCCO Minneapolis learning about phantom radio spots. Page **31.**

ADVERTISERS & AGENCIES

More Suits Against Baltimore's Tax Plan—WJZ-TV and WCAO are latest to move alongside others who have instituted proceedings in circuit court to stop 6% bite on advertising media. Judge gives mayor and city officials until Dec. 17 to show cause why injunction should not be issued against new ordinances. Page **35.**

Play Up Tv 'Appeal'—Sales Executives Club members in New York told to exploit their tv announcer's "box office appeal" in advertising and promotions in other media. Case history of success of Julia Meade activity for gas association cited. Page **36.**

FILM

Litigation Swamps AAP—Minority stockholders temporarily block sale of majority stock to NTA in courts. United Artists said to be about to sue AAP, while NTA itself reportedly is entering courts against AAP. Page **73.**

High for 'Highway Patrol'—ARB October ratings of the top 10 films in 10 major markets show three No. 1 rankings for the Ziv Tv syndicated show. Page **72.**

GOVERNMENT

Wait Until TASO Submits Findings on Tv—That's what broadcasters ask FCC in comments filed in 25-890 mc inquiry at deadline last week. It's also urged that fm band be maintained as is. Non-broadcasters, seeking more space, express interest in fm band and in portions of tv. Page **50.**

FCC Is Everywhere—Commission's mobile tv monitors provide an extra dividend to broadcasters in the form of engineering assistance. First unit has been operating in the East for two years; second monitor now on the way to west coast headquarters. Page **56.**

STATIONS

WWLP (TV)'s Plan—Springfield, Mass., uhf using all technical means to bring service to its 150-mile-long market area—which covers parts of Massachusetts, New Hampshire and Vermont. Here's the strategy. Page **68.**

WDAF-AM-TV Sold—Nationwide National Theatres movie chain enters broadcast ownership with $7.6 million cash purchase of WDAF-AM-TV Kansas City, as Kansas City Star Co. steps out of broadcasting following consent decree. Page **62.**

Radio Outlets Value Promotion—Survey released last week shows that stations will expand or maintain advertising and promotion during 1958. Page **64.**

PERSONNEL RELATIONS

RTDG Upheld—AFL-CIO President George Meany arbitrates dispute between Radio-Television Directors Guild and National Assn. of Broadcast Employes & Technicians by ruling that tv program directors do not have to communicate through technical directors to technical crew members at all times. Page **70.**

INTERNATIONAL

Britain's Sold on Commercial Tv—The two-year-old service reaches half of England's homes, according to Nielsen's E. P. H. James who also says that 75% of the televiewers prefer commercial offerings over BBC programs. Page **82.**

OPINION

MR. HOFFMAN

Why Network Radio Is Bouncing Back—More and more advertisers are being attracted back to the "old gal," says BBDO's William J. Hoffman Jr. Writing in MONDAY MEMO, he recounts the adjustments that network radio has made since the first repercussions of commercial tv, with the results that the sponsor is now offered a better than ever sales tool. Page **105.**

PROGRAM SERVICES

Another Anti-Toll Tv Group Formed—Lay committee, American Citizens Television Committee Inc., founded by five Washington residents, three of whom are directors of veterans organizations. Page **80.**

TRADE ASSNS.

Sunday Panel Producers Report—Facing AWRT meeting in Washington, producers of five Sunday forum shows discuss what makes news along with sponsorship aspects of their shows. Page **76.**

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COVERAGE?

Yes . . . but who's listening?

In WHB's **96-county** world

situated in Missouri, Kansas and Iowa

IT'S A WHB PULSE!

WHB is first

in 432 of 432 ¼-hours

6 a.m. to midnight

*(Pulse, Kansas City 96-county area . . .
6 a.m. to midnight, Monday through Saturday, Sept., 1957)*

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first *throughout* . . . with audience shares consistently in the 40% bracket. And, WHB is the dominant first among *every important audience-type!* For WHB's unique combination of coverage *and* audience . . . talk to a Blair man . . . or WHB General Manager George W. Armstrong.

WHB
Kansas City
10,000 watts
710 kc.

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Advertising Media Tax Idea To Be Explored in St. Louis

Second city, St. Louis, will consider local taxes on advertising media and their sales, similar to levies imposed Nov. 15 in Baltimore (story page 35).

Alderman Alfred Harris intends to propose to Dec. 6 meeting of St. Louis board of aldermen that study be made of matter. Levies would be 4% gross sales tax on advertising sales plus 2% tax on advertising media's gross receipts.

Hugo Autz, president of St. Louis Advertising Club, said Friday that media will work alongside city officials in exploration of other more suitable means of raising city funds. He declared, however, that media "feel it would not be a good tax." Mr. Autz indicated that "little man" and not large national advertiser would feel brunt of such levies.

Bureau of Advertising of American Newspaper Publishers Assn. protested proposal's threat to advertising, "the life blood of American business," and said it not only hits manufacturers and retailers, but that it eventually is paid by consumer and working man.

KXOA-AM-FM Sale Announced; KGA Purchase Filed at FCC

Sale of KXOA-AM-FM Sacramento, Calif., by Lincoln Dellar to Kalval Inc. for $500,000 announced Friday. Kalval Inc. comprises Riley R. Gibson and associates, owners of KXO El Centro, Calif. Station is 1 kw on 1470 kc and is affiliated with MBS and Don Lee. Mr. Dellar has 14% interest in KOVR (TV) Stockton, Calif., which has been sold to Gannett Co. (newspaper-radio interests in New York and other states) for $3.1 million, and with wife has 50% interest in KJR Seattle, KNEW Spokane, both Wash., and KXL Portland, Ore. Transaction, subject to FCC approval, handled by Hamilton, Stubblefield, Twining & Assoc.

Filed Friday for FCC approval was $250,000 sale of KGA Spokane, Wash., by Bankers Life & Casualty Co. to Gran Broadcasting Co. Gran principals include L. F. Gran, 80%; Herbert Cameron, 10%, and Arthur Vogel, 10%. Mr. Gran owns midwest theatre chain and his son, Bruce R. Gran, formerly owned 32.57% of WREX-TV Rockford, Ill. Mr. Cameron currently is manager of WEOL Elyria, Ohio. ABC-affiliated KGA is on 1510 kc with 50 kw.

St. Louis Purchase Stands

FCC denied protest of St. Louis Amusement Co. (former Fanchon-Marco Theatre interests) against Commission's Oct. 23 approval of purchase of ch. 4 KWK-TV St. Louis by CBS for $4 million and relinquishment of ch. 11 KMOX-TV St. Louis (which CBS won in comparative hearing) to unsuccessful three applicants. St. Louis Amusement Co. had been in ch. 11 hearing, but withdrew after it failed to persuade Commission to bar CBS from hearing—on ground network was so good it undoubtedly would win contest.

NTA Suit Asks $1 Million-Plus From UA, Five Individuals

Complaint filed with New York State Supreme Court disclosed Friday that National Telefilm Assoc., New York, has instituted damage suit for $200,000 each against United Artists Corp.; Arthur B. Krim and Robert S. Benjamin, president and board chairman respectively of UA; Eliot Hyman, president of Associated Artists Productions; Harry Zittau, AAP treasurer, and Ray Stark, AAP vice president.

Action by NTA, according to counsel, Hays, Sklar & Hertzberg, New York, charges defendants with "inducement to break a contract and unfair competition." Suit by NTA follows action by United Artists against Louis Chesler and Maxwell Goldhar, who represented majority stockholders of AAP in signing contract selling more than 50% of AAP stock to NTA. In turn, five minority stockholders of AAP seek temporary injunction restraining sale of AAP majority stock with hearing to be held tomorrow (Tues.) (story, page 73).

Columbia Records Realigns Duties of Top Executives

Realignment of executive responsibilities at Columbia Records announced Friday by President Goddard Lieberson. Herbert M. Greenspon, formerly director of operations, named to newly-revived post of executive vice president with broadened responsibilities, in addition to his supervision of manufacturing and technical operations, research and development, electronic products, transcription services and Cryton precision products.

Columbia's expanded branch operations will be under direction of Kenneth Glancy, named general manager, Columbia Records Distributors Inc. Milton Selkowitz, formerly manager of special markets, has been appointed national sales manager, Columbia Phonographs, to aid James Sparling, general manager of Columbia Electronic Products. L. Laurence Goughan, formerly manager, military sales, replaces Mr. Selkowitz as manager of special markets.

Springfield Petition Denied

Hopes of WWLP (TV) Springfield, Mass. (ch. 22), that it could use ch. 72 for space of translators in its New England area (see page 68) dashed when FCC turned down petition on ground too many intermediate uhf channel changes would be required to accommodate station. WWLP has satellite ch. 32 WRLP (TV) at Greenfield, Mass., and ch. 79 translator at Claremont, N. H.; also holds cps for translators at Newport (ch. 71) and at Lebanon (ch. 81), both N. H., plans to operate group of translators in northwestern Mass., southwestern N. H., and southern Vt.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 35.

FIVE MARKET CAMPAIGN • Transogram Co., N. Y., for three of its products (Little Country Doctor Kits, Pyrocon modeling material, and do-it-yourself stained glass window kit) entering six markets in $50,000 buy of one-minute film spots and sponsorship of 15-minute segments of various children's programs, effective immediately, to run through Christmas. Markets: Louisville, Ky. (WAVE-TV); Lancaster (WGAL-TV); Harrisburg (WTPA [TV]); Rochester (WHEC-TV); New Haven (WNHC-TV) and New Orleans (WJMR-TV, WDSU-TV). Agency is Lester Harrison Inc., N. Y.

SPOTTING FOR PEPSODENT • Lever Bros. (Pepsodent), N. Y., via Foote, Cone & Belding, N. Y., reportedly purchasing tv spots in number of markets for two-month scheduling and starting in early December.

KIWI AT NEW AGENCY • American Div. of KIWI Polish Co., Pottstown, Pa., appointed Cohen & Aleshire, N. Y., as agency for company's complete line of shoe polishes. Account formerly serviced by Street & Finney, N. Y.

WMGM in Five-Year Yankee Pact

WMGM New York will broadcast all New York Yankee games next season as well as spring training exhibitions under new five-year contract, according to Yankees, sponsor P. Ballantine & Son and station. WMGM, from 1941 to last season, carried Brooklyn Dodger baseball, while for past ten years Yankee games were on WINS.

IRE Again Plans for N. Y.

Institute of Radio Engineers' national convention to be held again at Waldorf-Astoria and New York Coliseum March 24-27, 1958, with more than 55,000 engineers and scientists from 40 countries expected to attend, IRE said Friday. Radio engineering show at Coliseum is expected to accommodate approximately 850 exhibitors. Highlighting convention will be two special symposia on "Electronics in Space" and "Electronics Systems in Industry."

at deadline

LNA, BAR Release Details, Rates for Planned Data Service

Details and rates for new service that will provide monthly figures on network tv billings, along with much additional material [At Deadline, Nov. 11], announced Friday by Leading National Advertisers Inc. and Broadcast Advertisers Reports Inc. New service, by LNA and BAR, will be launched Jan. 1. It will supplant monthly figures formerly compiled by LNA for Publishers Information Bureau. Officials reported hearty acceptances among agencies.

LNA President Francis Miller and Executive Vice President Bob Morris of BAR noted that new service will include basic elements of BAR's current network brand information compilations and LNA's network dollar figures and station lineups which users heretofore have had to combine on their own.

For network tv, new service will include monthly expenditures by product classification; station lineups for all programs and individual advertisers; dollar figures for all brands by company and program (showing percentage of commercial minutes for each brand, total commercial minutes by brand, number of commercials by brand, number of telecasts, and current and year-to-date totals for each item); monthly summaries of company and brand expenditures, totaling all programs and showing individual network shares; and weekly monitor reports of three networks, showing programs, advertisers, brands and commercial minutes, logged in order of occurrence for each network.

For network radio, service will include monthly listing of station lineups for all programs and individual advertisers, and weekly monitor report for each network, showing programs, advertisers, brands and commercial minutes, logged in order of occurrence.

Agencies billing more than $60 million in radio and tv, network and spot, time and talent, will be charged $6,000 per year; those billing $20 million to $60 million will pay $5,500; agencies billing $19 million will pay $5,200, and for each million under that, charge will drop $300 until $10 million level ($2,500) is reached. Below that, charges scale down to $1,100 for agencies in million-dollar bracket, and $1,000 for those under $1 million.

Five Named By RKO Teleradio

George Ruppel and Oscar Nittel among five RKO Teleradio executives newly assigned in move announced today [Mon.] by Board Chairman Thomas F. O'Neil as recognizing "increased importance" to firm of financial management and "long-range planning." Mr. Ruppel becomes treasurer and Mr. Nittel comptroller. Mr. Ruppel has been vice president and treasurer of RKO Teleradio's broadcasting division and at one time was vice president, treasurer and director of Mutual; Mr. Nittel was with WOR New York and this year was named assistant treasurer of General Teleradio (subsidiary of RKO Teleradio). Charles Drayton, Philip Wissman and Herbert Mayes are other executives newly assigned, Mr. Drayton as comptroller, others as assistant comptrollers.

FCC Wants to Take Second Look At Proposed Lubbock Tv Grantee

By its own motion, FCC Friday ordered record reopened on application of Texas Tech College, Lubbock, for ch. 5 that city [Government, Nov. 25]. Texas Tech is only accepted applicant for channel and holds favorable initial decision. Commission ordered further hearings to determine:

Whether Texas Tech is legally qualified to operate, as well as own and construct proposed station, "including commercial as well as noncommercial operation thereof"; the "full facts and circumstances" whereby KDUB-TV and KCBD-TV, both Lubbock, agreed to donate funds ($30,000 each) to college for station, "with special reference to whether the applicant would thus, by agreement, understanding, or otherwise, be precluded from carrying commercial tv programming"; full facts and circumstances of dismissal by C. L. Trigg of his application for same facility "including, but not limited to, an account of the expenses incurred by Trigg for which he was assertedly partially reimbursed, and the source or sources of the $25,000 paid to Trigg [by Texas Tech]."

Comr. Robert T. Bartley dissented and voted for conditional grant to Texas Tech; Comr. Richard A. Mack dissented. In announcing decision, Commission denied request by Western Tv Co. (which had filed unaccepted application for ch. 5) that Texas Tech application be dismissed or, in alternative, record be reopened and Western be made party to proceedings.

New Appointees Announced For RAB Plans Committee

Six station operators named Friday to serve on plans committee of Radio Advertising Bureau by committee chairman Donald W. Thornburgh, WCAU Philadelphia, and RAB President Kevin B. Sweeney. Newly chosen: George Comte, manager of radio-tv, WTMJ Milwaukee; Joel H. Scheier, president-general manager, WIRY Plattsburgh, N. Y.; Robert C. Wolfenden, general manager, WMEV Marion, Va.; Robert Covington, vice president-managing director, WBT Charlotte, N. C.; Norman Knight, president, Yankee Div. of RKO Teleradio (WNAC Boston), and Harold R. Krelstein, president, broadcasting subsidiaries of Plough Broadcasting Corp. (WCAO Baltimore, WCOP Boston, WJJD Chicago, WMPS Memphis). Messrs. Comte, Scheier and Wolfenden assume committee responsibilities immediately, others Jan. 1.

Also joining committee as representatives of their respective networks are: Ray Eichman, ABN; Louis Hausman, CBS; Sidney Allen, MBS, and George Graham, NBC, all New York. Committee meets Dec. 5 in New York.

PEOPLE

ALLEN BENGSTOM, formerly in NBC station relations, appointed general manager, WTRY Troy, N. Y.

WILLIAM T. ORR, production head of all Warner Bros. tv series, elected vice president of company.

WILLIAM ZERWECK, vice president, Norman, Craig & Kummel, to Warwick & Legler, both N. Y., in similar capacity.

GRANT M. THOMPSON, vice president and member of operating committee, elected director of William Esty Co., N. Y.

FCC Approves Cowles Sale To Peoples, Other Transfers

Among sale approvals announced Friday by FCC:

- WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa, sold by Cowles Broadcasting Co. to Peoples Broadcasting Corp. for $3 million. Peoples, a subsidiary of Nationwide Insurance Co., owns WGAR-AM-FM Cleveland, WRFD Worthington, Ohio, WMMN Fairmont, W. Va., and WTTM Trenton, N. J. Cowles family also owns outright or has interests in KRNT-AM-TV Des Moines, WHTN-AM-FM-TV Huntington, W. Va., WCCO-AM-TV Minneapolis and KTVH (TV) Hutchinson, Kan. KVTV is on ch. 9 and is affiliated with ABC and CBS; CBS-affiliated WNAX is on 570 kc with 5 kw.
- WBFM (FM) New York sold by former U. S. Senator William Benton and H. E. Houghton (as part of Muzak Corp.) to J. D. Wrather Jr. and John L. Loeb. WBFM is part of Wrather-Loeb $4,175,000 purchase of Muzak [Program Services, Sept. 23]. Approval conditioned on Messrs. Wrather and Loeb disposing of their minority interest in DuMont Broadcasting Corp., which Nov. 13 was granted Commission approval for purchase of WHFI (FM) New York (not yet on air) from Fidelity Radio Corp. Stock sale must be consummated before Dumont fm goes on air. Mr. Wrather is president of KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California, holds construction permits for tv stations in Yuma, Ariz., and Boston and owns *Lone Ranger*, *Lassie* and *Sgt. Preston of the Yukon* program series; Mr. Loeb is a member of the New York brokerage firm of Carl M. Loeb, Rhoades & Co.; Mr. Benton is co-founder and former partner of Benton & Bowles.
- KORC Mineral Wells, Tex., sold by multiple-station owner J. Elroy McCaw to Action Broadcasting Co. (David B. Klutgen, president) for $45,000. Station is on 1140 kc with 250 w.

The ONLY CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV delivers 378,273 TV homes—delivers 143.4% more quarter-hour firsts, noon to sign off, Monday-Friday, than nearest competitor. Top CBS programs plus the top ABC shows plus "World's Best Movies," make WFBG-TV the area's most-watched station . . . the area's best buy. Blair-TV has the facts.

Sources: ARB, Altoona, June 1957 / Television Magazine, October 1957

A TRIANGLE STATION

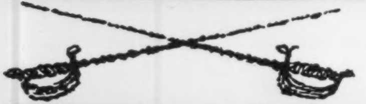
WFBG-TV

ALTOONA—JOHNSTOWN, PA.
Channel 10
ABC-TV • CBS-TV
***Represented by* BLAIR-TV**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N.Y. / **WHGB-AM,** Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **WLBR-TV,** Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

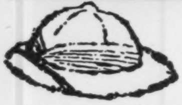
TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

ADVENTURE



STORY

HOUR



Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

CONQUEST

The often over-worked phrase "public service programming" got a new meaning—and much-needed lustre—yesterday (Sunday) between 5 and 6 p.m. The show was *Conquest*, the first in a series of 10 special, hour-long shows dealing exclusively with the quest for new knowledge [ADVERTISERS & AGENCIES, Nov. 18].

Opening in the laboratories of Manhattan's Rockefeller Institute for Medical Research, *Conquest* first took the viewer to the edge of life—into the mysterious biological world of cells, plasma and tissues where "a quiet revolution" is taking place. Magnificently photographed, the tableau came up with some fascinating X-ray shots of the human body in motion, a virus magnified 100,000 times by an electroscope, and the awesome and frightening spectacle of parasites eating into blood cells and the beginnings of cancer. "What is the chemistry of death?" asked host Eric Sevareid. In his traditional manner of understating the case, he answered himself: "They're trying to find out."

Having gone to the innermost corners of human life, *Conquest* next plunged its inquisitive cameras beneath the ocean waves to witness the work—both in and out of water—of Columbia U.'s Dr. Morris Ewing and a staff of oceanographers as they probed deep into the earth's crust and set off underwater detonations to arrive at a number of startling revelations. Among them: that the world may be in for another ice age sooner than it now thinks possible—a few years, not eons, away.

From there, *Conquest* soared off to the edge of space as CBS-TV unveiled for the first time an exclusive, step-by-step filmed report on last summer's "Operation Man High," man's first successful attempt to stay alive at the threshold of space for 32 hours and 8 minutes. This was truly the stuff of which drama is made: the ascent of USAF Maj. David G. Simons, head of the Air Force Space Biology Lab, 19.2 miles up in a hermetically-sealed cabin. The drama was heightened by a classic example of nature's hazards to adventuresome men: a thunderstorm that extended Maj. Simons' ordeal for hours and which might have cost him his life. Asked CBS newsman Bill Downs, who was on the spot: "Has man dared too much?"

The sponsor and the producers are not merely concerned with the advancement of science; they also pose a "moral question"—that of mankind's assumption of new responsibilities for each new conquest. Thus, it was highly fitting that the last few minutes of the program should have been taken up with a three-way conversation between Mr. Sevareid and two leading scientists: Dr. Lawrence Snyder, a geneticist who is president of the cooperating American Academy for the Advancement of Science, and Dr. Allen Waterman, director of the U. S.-supported National Science Foundation. Among the problems posed: the price we now are paying for having restricted "intellectual freedom" at a time the Russians were sparing no expense or lives in breaking the space barrier; the urgent need for fully-trained scientists and the lack now existing; the fallacy of a generalized crash program to beat the Soviet Union and the absurdity of the argument that money will be the cure-all of our scientific dilemma.

Production costs: $200,000.

Sponsored by Monsanto Chemical Co., through Gardner Adv., on CBS-TV. Premiere Sun. Dec. 1, 5-6 p.m. EST.

Producer: Michael Sklar; directors: Norton Bloom, Arthur Zegart; writers: Norman Borisoff, Howard Turner, Arthur Zegart, James Shute, John E. Pfeiffer; host: Eric Sevareid; cooperating organizations: American Assn. for the Advancement of Science, National Academy of Sciences.

TWENTIETH CENTURY

Ever since the Moscow purge trials of the thirties, when men of great repute in the Soviet hierarchy did a turnabout and confessed to the most heinous of state crimes—down through the score of "brainwashed" confessions that have become part of daily reportage in the last decades—Western observers have asked, "Why did they—and what made them—crack?"

The best explanation of what constitutes brainwashing was offered Nov. 24 by six victims of this cruel art: symbols of the age of mass conformity and all ex-prisoners of the Soviet state.

Writer Al Wasserman, remembered for his CBS-TV documentary on mental health ("Out of Darkness" on *The Search*) made do without a story line; he needed none. Effectively, CBS Public Affairs placed several of its witnesses in simulated prison settings and allowed them to talk freely and openly.

The "symbols": Dr. Edith Bone, 68-year old Hungarian-born British subject (and ex-communist), imprisoned in Budapest on charges of espionage in 1949 and freed during last year's abortive revolution; Associated Press correspondent William Oatis, convicted on charges of espionage in Prague in 1951 and released two years later after the Czechs had a "price" from the U. S.; British radio technician Robert Ford, captured in Tibet after the Chinese communists invaded Lhasa in 1950 and released in Hong Kong this year, and three USAF officers captured during the Korean war and freed at Panmunjom several years ago.

Of the six, only one—radio specialist Ford—actually underwent "ideological reformation" or brainwashing. The others played to the Red Piper's tune so long as it served their purposes and escaped relatively unscratched. Of the remaining five, Dr. Bone triumphed over her captors by seven years of beating the Communists at their own game—patience. Was Oatis guilty? "Yes," he said, by the "loose standards" of Czech justice which equated reporting with spying against the state. The pattern of brainwashing—(1) physical privations and torture leading to (2) psychological pressure and (3) "liberation" or confession—was revealed by the three Air Force officers and Mr. Ford.

The lesson of this hour was plain. "Noth-

LOOK WHAT'S *continuing* TO HAPPEN IN "BIG D"!

WFAA-TV

abc the New Leader

(and growing bigger every day)

These are just a few of the rating highlights which have made WFAA-TV the new and dominant leader in the greater Dallas-Fort Worth market. Today WFAA-TV delivers the biggest audience in its history—NUMBER ONE from sign-on to sign-off!

For the most amazing rating story you ever saw, check your October ARB or contact your PETRYMAN for full details!

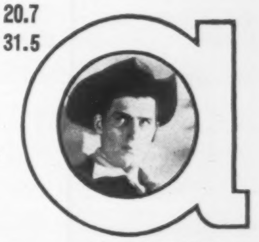
WFAA-TV

DALLAS • CHANNEL 8

A television service of The Dallas Morning News

"MAVERICK"

National ARB	20.7
WFAA-TV ARB	31.5



"CHEYENNE"

National ARB	26.3
WFAA-TV	33.5

"BROKEN ARROW"

National ARB	19.7
WFAA-TV ARB	27.3

"WYATT EARP"

National ARB	32.1
WFAA-TV ARB	35.5

"PAT BOONE"

National ARB	22.1
WFAA-TV ARB	29.1

"LAWRENCE WELK"

National ARB	29.1
WFAA-TV ARB	31.3

ALICE IN WONDERFUL LAND

A person of sixteen, Alice says, can really be very mature.

And the wonderful thing is that, around here, a person can be mature without losing her interest in the profits of baby sitting, pizza eating, telephone visiting, or that essential of life and happiness in Central Ohio, WBNS-TV television.

Alice's relations with WBNS-TV have long been intimate. She can recall shell collecting in pigtails, inspired by the program "Kingdom of the Sea". Another time, WBNS-TV public service announcements triumphantly sold every one of the hundreds of potato bakers made by Alice's Junior Achievement company. This Fall, she and 15,000 other Columbus high school students have enrolled for safe-driving lessons televised by WBNS-TV.

But let us not sound square. What Alice likes best about

WBNS-TV is that its programs are consistently the most fun to watch.

WBNS-TV, born and raised in Central Ohio, knows perfectly what appeals to Alice and two million other Central Ohioans of all ages. Its combination of high interest local programs and CBS network has built so big an audience that advertising agency time buyers sum up the situation in one sentence: *"If you want to be seen in Central Ohio–WBNS-TV."*

WBNS-TV

CBS TELEVISION IN CENTRAL OHIO

Affiliated with the Columbus Dispatch, The Ohio State Journal and WBNS Radio. Represented by Blair TV.

NOW TOPS
82 MAJOR
TV MARKETS
WITH 30.4
SETS-IN-USE
SCORE!

Illinois' No. 1 market, outside Chicago, is prosperous Peoria area—where your TV commercials have greater impact than in New York, Los Angeles, Philadelphia, St. Louis or 78 other big TV market areas! Sets-in-use actually *average* 30.4% — sign-on to sign-off—one of the nation's most phenomenal ratings! (ARB Jan., Feb., Mar., '57)

And in this No. 1 market, there's a No. 1 station—with the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ratings:

	AVERAGE RATINGS		QUARTER-HOUR DOMINATION	
	WTVH	Station B	WTVH	Station B
Morning	9.1	7.2	71	38
Afternoon	12.1	11.2	87	75
Evening	30.1	21.5	133	33

(ARB 3/57)

abc
WTVH
CHANNEL 19
PEORIA, ILLINOIS
affiliated with PEORIA JOURNAL STAR
EDW. PETRY & CO.
NATIONAL REPS

ing," said Mr. Ford, "is worth the sacrifice" of one's own identity to suit the needs of the state. The case could not have been presented more dramatically and honestly.

Production costs: $20,000.

Sponsored by the Prudential Insurance Co. through Reach, McClinton & Co. on CBS-TV, live, Sun. Nov. 24, 6-7 p.m. EST.

Produced, written and directed by Albert Wasserman; narrator: Walter Kronkite; set designer: Mel Bourne; production manager: Robert Rubin.

THE PIED PIPER OF HAMELIN

Perhaps the young audience was charmed by NBC-TV's *The Pied Piper of Hamelin.* Its early time slot (7:30-9 p.m.) was obviously planned with young viewers in mind. But the sponsor, with $425,000 backing his cigarette commercials, must have hoped for some adult reaction too. And if any adults were beguiled by the program, they all should be sent immediately to Messrs. Grimm, Anderson *et al* to discover what fairy tales should be.

For last Tuesday's production, the producers stirred up Robert Browning's narrative poem, Edvard Grieg's music, somebody else's book and lyrics—and came up with what may have been television's most treacly hour this season.

Never, not even in the most non-adult Western, have the good people been better or the villains worse. Nor the moral more sanctimoniously dull.

People tried. Veteran actor Claude Rains kicked up his heels (and his voice) and had some fun in a fine spirit of tomfoolery. Van Johnson was amiable and pleasant-voiced.

Grieg's music provided a fine score for the fable, and the lyricists made a fairly good stab at some Ogden Nash type word juggling with their lyrics. In the book, the writers came off reasonably well with a versified script. But the medley of too many components didn't jibe.

An essential for all tellers of fairy tales is that they believe—and it was obvious that everyone concerned with this production knew all along they were just pretending. One wonders if a live production might have given the show the spark it lacked.

Noted: excellent commercials for Liggett & Myers, if viewers were able to see which Christmas carton they were reaching for after 90 smoke-filled minutes. (The sponsor used the special to plug Chesterfield, L&M and Oasis.) The commercials were unified by use of action shots and catchy jingles for all three.

As for this fairy tale business, someone will have to pay the piper. When Mr. Liggett and Mr. Myers are toting up their account, they might be tempted to paraphrase another successful commercial and ask, "We wonder where the magic went."

Production costs: $425,000.

Sponsored by Liggett & Myers Tobacco Co. (Chesterfield, L&M, Oasis), through McCann-Erickson, on NBC-TV, Tues. Nov. 26, 7:30-9 p.m. EST.

Cast: Van Johnson, Claude Rains, Lori Nelson, Kay Starr, Jim Backus, Stanley Adams, and others.

Producer: Hal Stanley; director: Bretaigne Windust; book and lyrics: Hal Stanley, Irving Taylor; musical director: Peter King; choreographer: Ward Ellis; production designer: Arthur Lonergan.

SCOTLAND YARD

Scotland Yard, ABC-TV's latest insert in the Sunday 10-10:30 p.m. time slot, is, at best, one of the season's lesser efforts in the adult-adventure category. Narrated by Edgar Lustgarten, criminologist and author, a choppy murder story was presented on the premiere which took the viewer from London to Lisbon to London by way of a two-second airplane shots. Other than this, the action was limited to routine questioning scenes in the usual offices, apartments and theatrical dressing rooms. *Scotland Yard* basically follows the Dragnet-type format of criminological realism but fails to stir the viewer or hold his interest.

Production costs: $25,000.

Sponsored by General Foods Corp. (Sanka), through Young & Rubicam, on ABC-TV, filmed, Sun. Nov. 24, 10-10:30 p.m. EST. Premiered Nov. 17.

Host-narrator: Edgar Lustgarten; producer: Alec Snowden; director: Montgomery Tully; writers: Montgomery Tully, Judith Warlen.

Produced by Anglo-Amalgamated Film Distributors Ltd.

BOOKS

HOW YOU CAN BROADCAST RELIGION, by Clayton T. Griswold and Charles H. Schmitz; National Council of the Churches of Christ in the U. S. A., 297 Fourth Ave., New York City. 128 pp. $2.

Proposing a transfer of Madison Avenue methods to the field of Christian evangelism, this book outlines the types of format that could be used effectively for religious purposes. It lists the organizations which would be helpful in planning religious programs and attempts a general outline of the complexities of radio and television and how religious programs can be adjusted and adapted to fit the requirements of these mass media.

The sincerity and zeal of the authors and publisher is unquestionable, and while the need for such an approach in this electronic age can be argued, it also can be questioned whether the inspiration and message of such programs would not be defeated by too much preoccupation with "on camera," scripts, audience evaluation, etc. But NCCC's volume at least attempts to give professional polish to an area of programming which has been frequently criticized. For this reason it should be as welcome among broadcasters who air the programs as among the men of the cloth who produce them.

Rock 'n Roll Ratings

or RESULTS?

...the ADULT audience is tuned to WCFL

SUCCESS STORIES of WCFL clients who sell to adults would fill a station log . . . and usually does. Many use commercials where results are instantly measurable. That's why four* leaders in different fields place at least 70% of their local radio advertising with WCFL. Why don't you let WCFL's powerful 50,000 watts of balanced programming go to work for you, as they have for the many furniture, beer, finance, auto, appliance, drug, food, cigar, department store, and other sponsors catering to adult audiences who BUY!

*Names furnished on request

Sure, we like 15 year olds, too, but your products' best customers aren't the teenagers—so why direct your sales message to them?

WCFL's Balanced Programming (no rock 'n roll music before or now) is slanted to an audience with buying power.

A recent survey made by the Midwest Research Bureau showed 83% of WCFL's audience composition to be adults—as against an average of 52% among 5 other Chicago independent stations.

Isn't it smart to place your sales message where the listening audience *can* do and *does* do something about it?

WCFL

CHICAGO

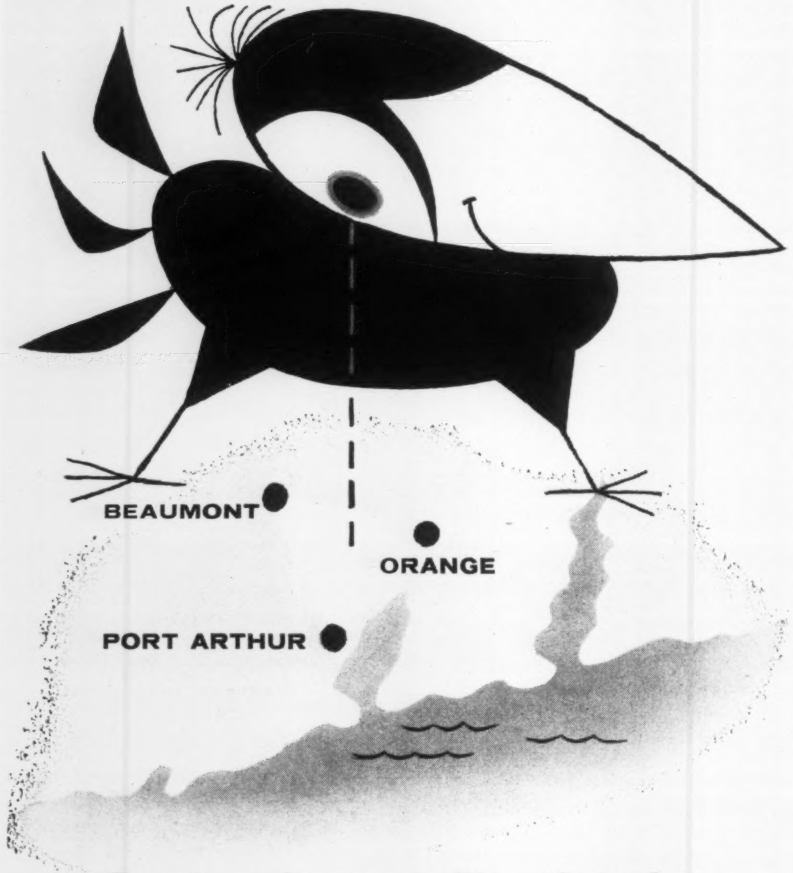
Burke-Stuart Co., Inc.,
60 E. 56th St., New York 22, N. Y.
PL 1-4646

NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

Marty Hogan, Station Manager
Thomas E. Haviland, Commercial Manager
666 LAKE SHORE DRIVE
MOhawk 4-2400

50,000 WATTS / 1000 ON THE DIAL

the Voice of Labor



Eyeing Texas? The fabulous Beaumont-Port Arthur-Orange area of over 1,000,000 prosperous people is covered only by

KFDM Beaumont Radio & TV

CBS
ABC

See PETERS-GRIFFIN-WOODWARD, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position*
company name
address
city zone state
Please send to home address ——

*Occupation Required

OPEN MIKE

An Educator's Thanks

EDITOR:

The article on educational tv [EDUCATION, Nov. 11] is to be complimented for its completeness and it's fairness. Through an article such as this the commercial side of our industry may get a better understanding of what and how much is being put into this effort.

Dr. Lee S. Dreyfus
Assistant Director, Radio-Tv
Wayne State U., Detroit

[EDITOR'S NOTE—Reprints of "ETV: Five Years And $60 Million Later" are available at 25¢ each.]

Two Hearts With Same Thought

EDITOR:

That was real saturation technique in BROADCASTING, Nov. 4, running on consecutive pages [18-20] two station ads featuring a picture of intertwined hearts carved on a tree trunk. Our KBIG mermaid, who personally did the carving for our ad, took the Fifth Amendment when asked if she had ever seen the art work or roughs on the strikingly similar ad of WXIX (TV) Milwaukee. Knowing that she has been inspired in the past by another Milwaukee product, we have our suspicions.

Robert J. McAndrews, V. P.
KBIG Hollywood, Calif.

Everywhere Except in the U. S.

EDITOR:

I read with great interest "Radio-Tv's Progress Chronicled in Stamps of Other Nations" [INTERNATIONAL, Nov. 18]. . . . Last year I published *Radio Philatelia* which describes not only these but many more stamps, a booklet which was very much appreciated by many broadcasters. Since this book was published, a great number of stamps with radio and tv motifs have been issued and in just the last four weeks Germany and Czechoslovakia put out some interesting stamps.

The only country that has ignored radio and tv completely is the U. S., although the broadcasting industry is one of the most important ones as compared to other industries which have already been honored by a postage stamp.

Herbert Rosen
Audiomaster Corp.
New York 17, N. Y.

[Mr. Rosen's "Radio Philatelia" was published by Audiomaster Corp. (IN REVIEW, Feb. 20, 1956).]

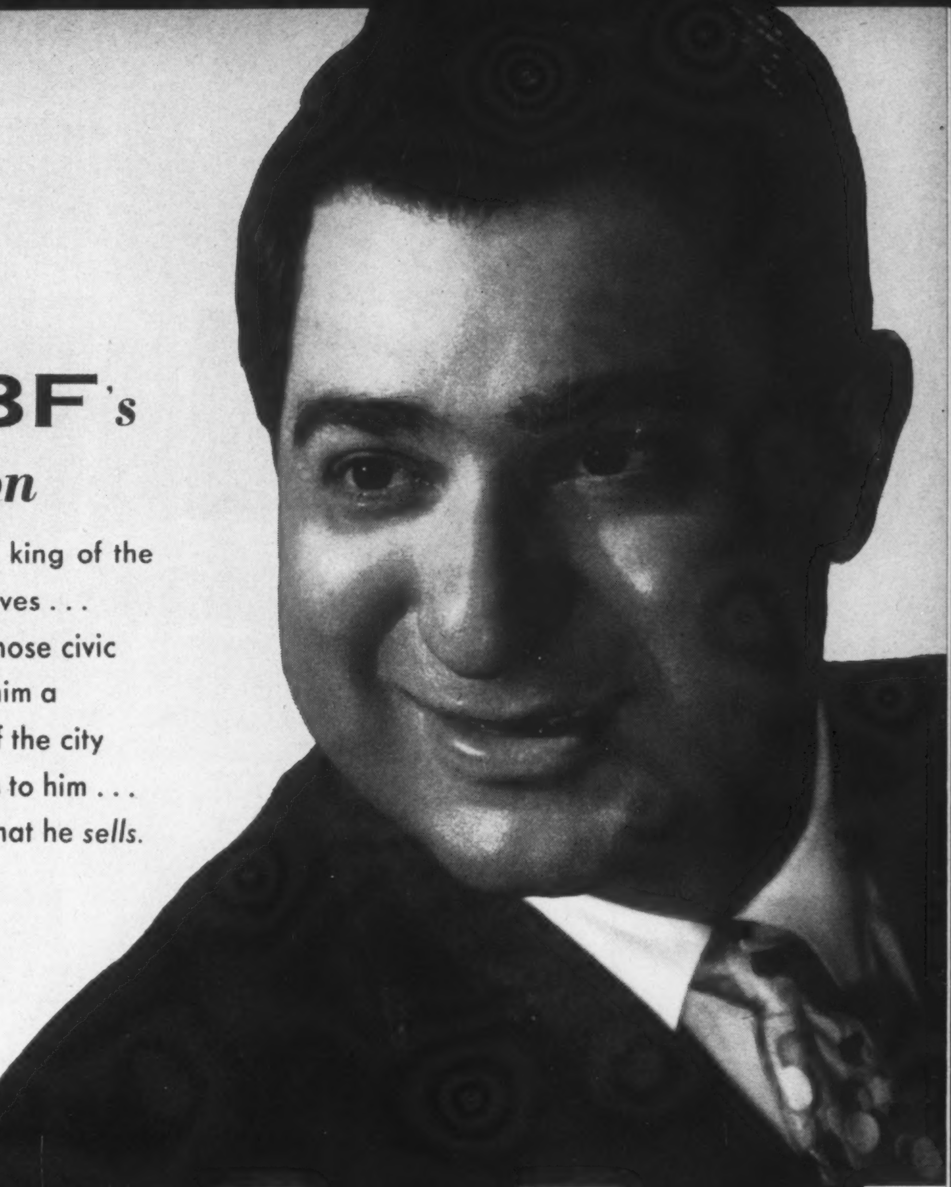
EDITOR:

I was delighted to read the article on stamps featuring radio and television. For quite a number of years I have been collecting philatelic items pertaining to the field of telecommunications. My collection now contains over 2,000 items portraying the history of radio, television, telephone and telegraph.

Because of my personal interest, I have long considered urging BROADCASTING to spearhead a move to have the American broadcasting industry honored on one or more postage stamps. Stamps have been issued honoring the steel, trucking and

in Rochester
WBBF's
Nick Nickson

is unchallenged king of the
afternoon airwaves . . .
a personality whose civic
activities make him a
bed-rock part of the city
that avidly tunes to him . . .
eagerly *buys* what he *sells.*



WBBF

That's why "Nick Nickson's 950 Club", daily from 3 to 6 p.m., Sundays from 5 to 7:30 p.m., is one of WBBF's BIG BUY features . . . why WBBF has the "draw" power in Rochester

JOE DEANE
(daily 12:15-3:00 p.m.
6:15-8:00 p.m.,
Sunday 12:15-5:00 p.m.)

MORT NUSBAUM
(daily 7-10 a.m.)

Like to hear more? Call
VENARD, RINTOUL & McCONNELL, INC.

WBBF, Rochester, N. Y.

a star broadcasting station

WTLB, Utica · **WGVA,** Geneva

MOTION

Traveling Billboards on Streetcars – Sept. 23
all the Great CBS Shows and Stars on...
KDKA 2 TV
now

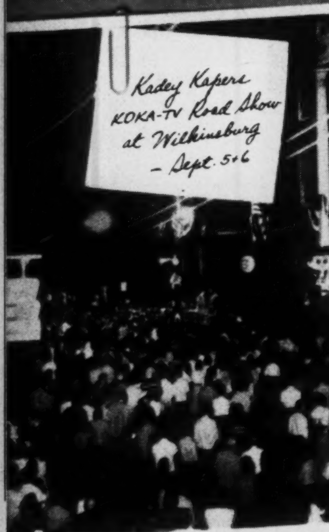
Calypso Party for New York and Chicago advertisers – May

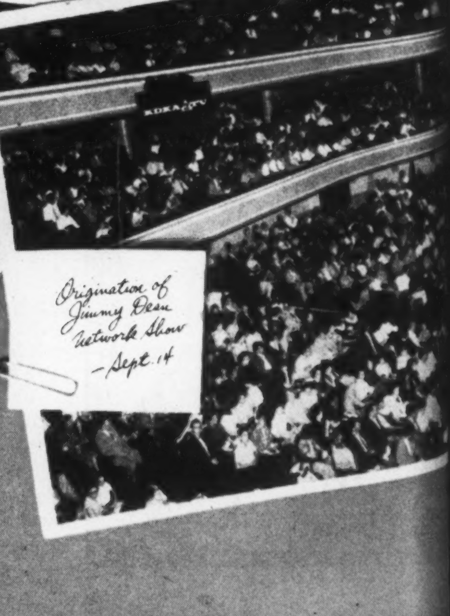
Reps see Pittsburgh via rivers – Sept. 25 + 26
Welcome
PGW

Allegheny County Fair Chuck Wagon Race – Aug. 29 + Sept. 2
KDKA Radio
KDKA

Radio-TV Baseball game at Forbes Field – Sept. 4

Float in mammoth sports parade – September
KDKA TV
Follow
FOOTBALL
KDKA


Kadey Kapers KDKA-TV Road Show at Wilkinsburg – Sept. 5 + 6


Origination of Jimmy Dean Network Show – Sept. 14

Welcome
KDKA
2
at CBS shows
now
WESTINGHOUSE BROADCASTING COMPANY, INC.
WBC
"JOSIE'S STORYLAND"
KDKA 2 TV
Monday thru Friday
9:00 A. M.

Josie's Storyland Picnic at White Swan Park
– August 9

24 sheet Poster
– September

Display for KDKA-TV Symphony Penny Fund Contest
– August

Big Adventure Day at Kennywood
– August 15

Hollywood preview opening night for new film show
– Sept. 5

Mammoth barbecue for Pittsburgh advertisers
– June

Large Painted Bulletin
– September

KDKA 2 TV
PITTSBURGH

Dave –

Just saw this impressive batch of pix of some of our recent promotions. The excitement they created helped result in these latest Pittsburgh ratings –

KDKA-TV first in 436 out of 444 quarter hrs. surveyed, Sun.-Sat. – Oct. '57 NSI –

KDKA-TV first in 440 out of 444 quarter hrs. surveyed, Sun.-Sat., Nielsen Station Total –

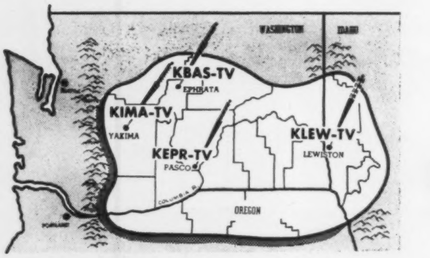
KDKA-TV first in 422 out of 522 quarter hours surveyed, tied in 11 more – Pittsburgh ARB, Sept. '57.

What's next ?!!

JRR

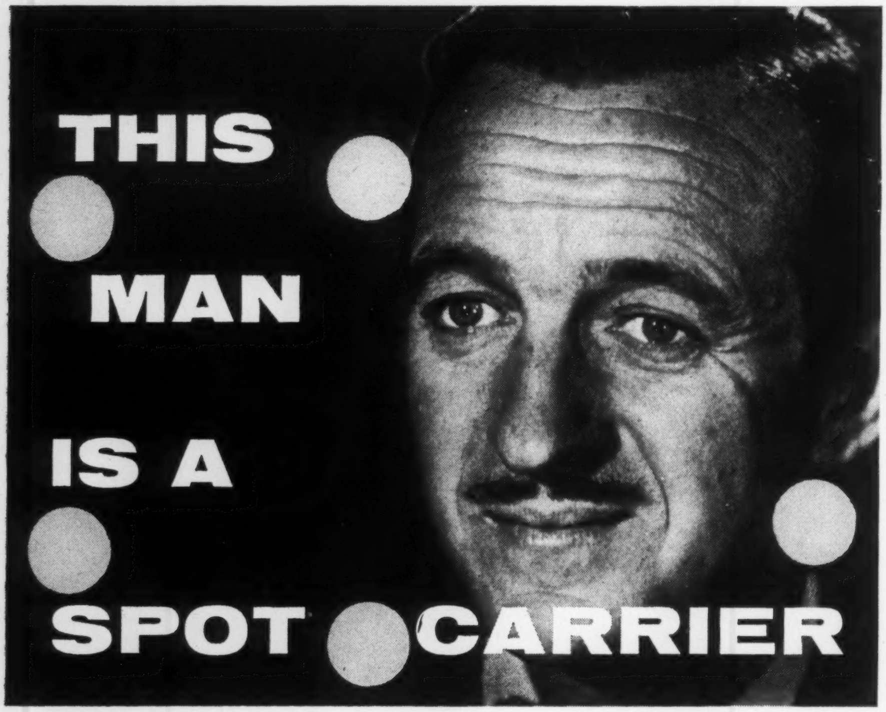
You've just booted the 'ole bonus, Smidley.

Two more accounts down the drain and all because you're just not with the times, Smid. Take this Cascade business. What in heaven's name is wrong with an exclusive TV market of over half a million—a billion dollar market and one of the biggest buys in the West? So you overlook it and the competition eats us alive in the Pacific Northwest.



CASCADE
BROADCASTING COMPANY

NATIONAL REP.: WEED TELEVISION **PACIFIC NORTHWEST: MOORE & ASSOCIATES**



ESSO
SEALTEST
TAYSTEE BREAD
BUDWEISER
CARTER PRODUCTS
PROCTOR & GAMBLE

Leading national sponsors are finding consistent, impressive sales power from this man's top rated series. For a full report, contact

OFFICIAL FILMS, INC.
25 West 45th Street, New York, N. Y.

REPRESENTATIVES: Atlanta • Beverly Hills • Chicago • Dallas • Minneapolis • San Francisco • St. Louis

chicken-raising industries, to name but a few. Surely broadcasting deserves representation.

John H. Poole
John Poole Broadcasting Co.
Corona Del Mar, Calif.

Intercontinental Tv Pickups

EDITOR:

I noted "Sunspots, You Know" [INTERNATIONAL, Nov. 11] which deals with BBC video reception in Long Island. I wish to point out that members of American Ionospheric Propagation Assn. all over the U. S. have been receiving the sound portion of BBC television transmissions and that some of us have converted U. S. tv sets to operate on BBC standards and have received pictures direct from London and other United Kingdom towns. . . .

Many other countries operate tv stations that have been seen in the U. S. The AIPA is based entirely upon such long distance freak tv reception and we have members from Australia to Sweden and from Argentina to Yellowknife, Northwest Territory.

Gordon E. Simkin
American Ionospheric Propagation Assn.
P. O. Box 201
Loma Linda, Calif.

Radio Said 'No' First

EDITOR:

The executive secretary of the Distilled Spirits Institute indicated that the broadcast media in 1935 decided not to accept liquor advertising after the liquor industry decided not to use the broadcast media [OPEN MIKE, Nov. 4]. For the record, NBC and CBS made known their refusal before any decision by the liquor industry and I am sure that NAB [now NARTB] and the stations did the same. And this also included beer and light wines.

It is my fervent hope that no station or network will follow your suggestion. And a check among a number of the liquor companies indicates that most of them are not even interested. Both media and advertiser should count 100 before making a decision—100 years.

Edgar Kobak
Consultant
341 Park Ave.
New York 22, N. Y.

Believes in Promotion All the Way

EDITOR:

Congratulations on reverting to BROADCASTING. We pride ourselves on being the "promotingest" station in South Dakota. This year we have given away a $3,000 automobile, two 17-day air trips to Europe, two Maytag laundry appliances, 42 radios, $300 cash and two transistor radios in an "old radio" contest. We believe promotion is as vital an element in station operation as any other department. That is why we appreciate your PROGRAMS & PROMOTIONS department.

E. C. Stangland
General Manager
KBRK Brookings, S. D.

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TELECASTING

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Special Holiday Rates

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00
EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 $7.00
name title/position
company name
street & number
city zone state
Sign gift card
occupation required

2 $13.00
name title/position
company name
street & number
city zone state
Sign gift card
occupation required

3 $19.00
name title/position
company name
street & number
city zone state
Sign gift card
occupation required

4 $25.00
name title/position
company name
street & number
city zone state
Sign gift card
occupation required

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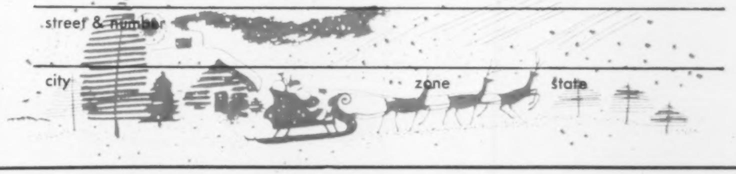
all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill
name
street & number
city zone state



● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

CASE HISTORY—DAIRY PRODUCTS

"All us cows do our best for Jerseymaid"

(and so does radio advertising)

ALMOST ASTRONOMIC and intimately intertwined is the joint growth of Jerseymaid Milk Products and Los Angeles Radio.

STARTING WITH QUALITY dairy products, a small plant and a large prayer, Jerseymaid in twenty years parlayed one truck into a fleet...the plant into a block-square giant with two supporting warehouses...a four-digit ad budget to six, and a five-digit sales volume to eight.

"RADIO HAS NOT ONLY ACCOMPANIED, but substantially inspired, our climbing sales graph," says Jerseymaid President W. John Thiessen. "It gets almost half our total ad budget...more than any other medium. Radio, the consumer's daily companion at home and on the road, fits our marketing pattern like a glove."

"JERSEYMAID WAS A KBIG CHARTER SPONSOR 'way back in 1952," recalls Norton W. Mogge, President, Mogge-Privett, Inc. advertising agency. "We have bought over a thousand programs and spots on The Catalina Station for this client, because KBIG influences the able-to-buy adult audience which makes up the Jerseymaid market."

ASK YOUR REP, KBIG or Weed, for other case histories to help you evaluate Southern California radio.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Bernard Goodwin

A realist with ideas, Bernard Goodwin reveals much about himself when he talks about DuMont Broadcasting Corp. and its three stations, WABD (TV) and WNEW New York and WTTG (TV) Washington.

Mr. Goodwin, who stepped into the presidency of the broadcast company in October 1955, says the company's aims in the broadcast field are to properly serve the community and to do what is "good" for its stockholders.

In his two-year reign, he has been off and away to an impressive beginning on both counts. For the first time in the company's history, it is now making money, aided in no small way by the recent acquisition of WNEW, the independent but profitable music-and-news radio outlet. He reports DuMont Broadcasting's cash position has improved and the company is investing in programming and management.

Expansion is two-fold—which he differentiates as "internal" and "external." By internal, he explains DuMont looks ahead to further building up of the two tv properties (WNEW is not in need for such plasma), nurturing their growth, seeking to bring attention to the programming and pumping energy into their management. Externally, DuMont will acquire additional stations when "we feel they are the right ones and the right buys for us."

Bernard Goodwin was born in New York City Dec. 19, 1907. As the youngest of the large family of Mayer and Hannah Wald Goodwin, he was tapped for the professions and chose law. After going through city schools, he was graduated *cum laude* in 1928 from New York U.'s Washington Square College with a bachelor of science degree and, three years later, *cum laude* from Harvard Law School with an LL.B degree.

Young Bernard Goodwin made use of his mental and physical talents. He worked his way through school by tutoring in history, government and mathematics and later, law courses, and took odd jobs during the summer months. At school, he was an amateur boxer and when he had the gloves off, continued sparring in school politics.

Upon the advice of law Dean Roscoe Pound—who studied the map for a smaller city in the far west with growing potential—Mr. Goodwin sought his future in Seattle, armed with three letters of introduction to alumni. He drove an aged couple cross-country and joined Venables, Graham & Howe as an attorney.

In 1934, Paramount was bankrupt and reorganizing and Mr. Goodwin and a few other young lawyers such as Leonard H. Goldenson (now president of American Broadcasting-Paramount Theatres) were hired for legal detail, Mr. Goodwin returning to New York and working on production, Mr. Goldenson to Boston, assigned to theatres. Both men later joined Paramount's legal department in their respective areas of activity.

Mr. Goodwin soon became a specialist on copyrights, became familiar with the entertainment field and climbed rapidly in Paramount's executive ranks. By 1946, he was vice president, general manager and board member of Famous Music Corp. and Paramount Music Corp., music publishing subsidiaries; executive producer of short subjects; a vice president-board member of Paramount Television Productions Inc. (KTLA [TV] Los Angles). In 1938, he had been elected secretary and board member of Allen B. DuMont Labs (in which Paramount for years has had a sizable interest).

When DuMont Labs a few years ago spun off its broadcasting company, stockholder Paramount "loaned" Mr. Goodwin to the firm as president and he split his time between DuMont Broadcasting and Paramount. Earlier this year, after WNEW had been acquired, the company needed a full-time president. Mr. Goodwin decided to drop his work with Paramount. His interest in broadcast affairs was cumulative, starting with DuMont Labs activity in the field, increasing when Paramount President Barney Balaban asked him in 1954 to spend more time on KTLA and deepening through his association with the music publishing business.

Mr. Goodwin lives with his family on East 62nd Street, and walks to and from his office on East 67th. His wife is known professionally as a painter, Yetty. His children are Stewart, 18, at Harvard; Wendy, 16; Alex, 13, and Nadine, 3 months.

A lesser known fact about Bernard Goodwin is that on many an evening (usually between six and eight o'clock), he can be seen pursuing one of his outdoor loves—ice skating at Rockefeller Plaza. His other pursuits include horseback riding, swimming and sailing. He is an avid student of history and now is "in the middle of Toynbee's 10-volume study" (he leans to study of the history of civilizations).

Mr. Goodwin is a member of Phi Beta Kappa, of the Washington State, American, New York State, City of New York and Federal Communications Bar Assns., a vice president of Radio & Television Executives Society, and a member of the Harvard U. and New York U. Clubs in New York.

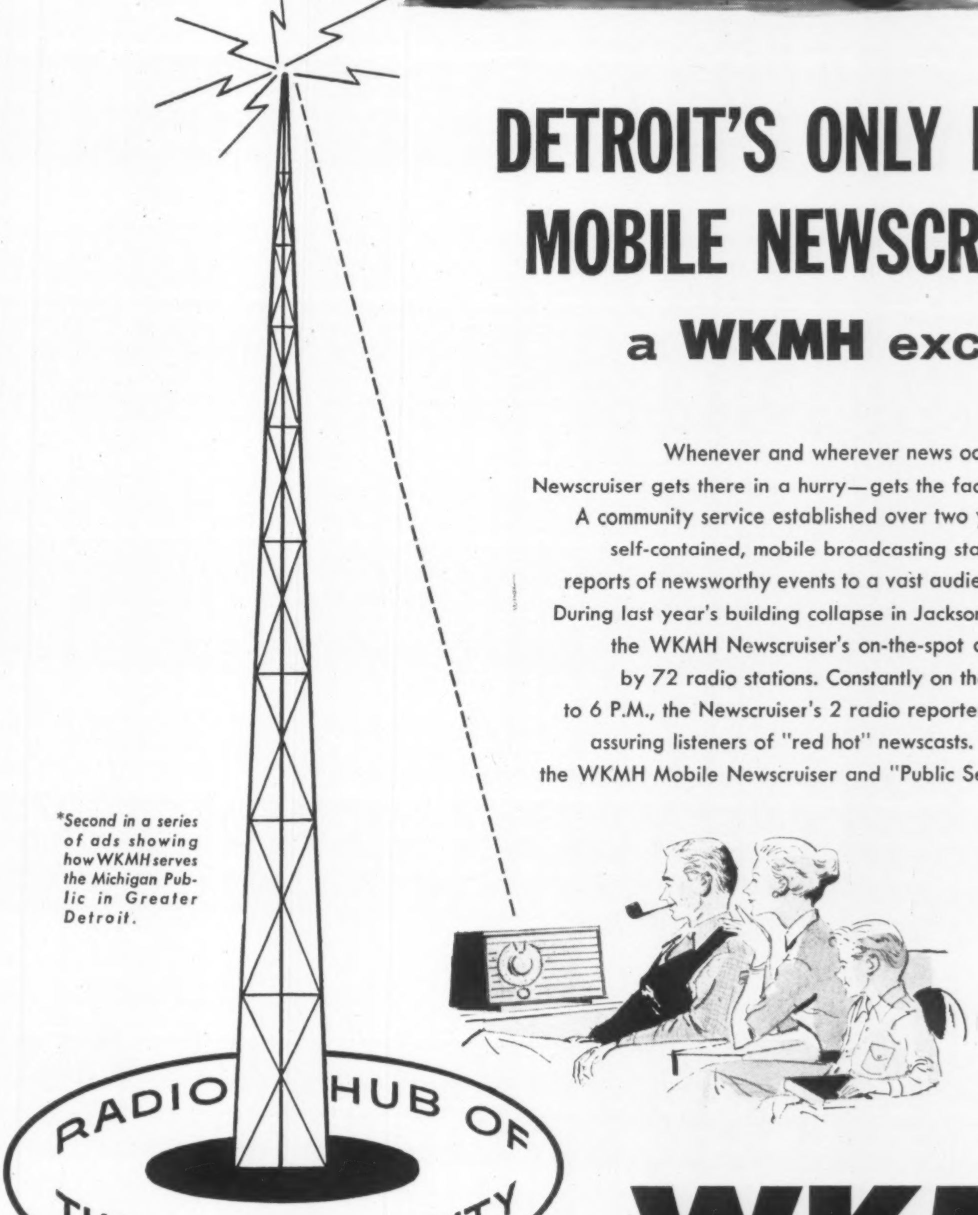
IN THE PUBLIC SERVICE OF GREATER DETROIT*

WKMH
1310 ON YOUR DIAL
NEWS
CRUISER

DETROIT'S ONLY FULL TIME MOBILE NEWSCRUISER...

a **WKMH** exclusive

Whenever and wherever news occurs, the WKMH Newscruiser gets there in a hurry—gets the facts FIRST! A community service established over two years ago, this self-contained, mobile broadcasting station supplies eye-witness reports of newsworthy events to a vast audience over a huge area. During last year's building collapse in Jackson, for example, the WKMH Newscruiser's on-the-spot accounts were carried by 72 radio stations. Constantly on the prowl from 7 A.M. to 6 P.M., the Newscruiser's 2 radio reporters are on 24-hour call, assuring listeners of "red hot" newscasts. In the Detroit area, the WKMH Mobile Newscruiser and "Public Service" go hand-in-hand!



**Second in a series of ads showing how WKMH serves the Michigan Public in Greater Detroit.*

WKMH

DETROIT • DEARBORN

John Carroll, Managing Director

KNORR BROADCASTING CORP. FRED A. KNORR, PRES.
Represented by HEADLEY REED

KTHV
sells
nearly All
of Arkansas!

"KTHV largely responsible for 300% sales increase!"

Says ROBERT S. HERZOG,

Advertising and Sales Promotion Manager,
Boyer International Laboratories, Inc.

Boyer International Laboratories recently bought a 13-week saturation campaign on KTHV for their H-A Hair Arranger, a liquid grooming aid. Although it is currently available only in the western two thirds of the nation, H-A ranks fifth in national sales. Boyer plans to tackle selected Eastern markets soon, using same saturation technique. Here's what Mr. Herzog says about KTHV:

"I think you will be interested to know that with only half of our 13-week campaign expired, we have already reached our sales and distribution expectations.

Our sales for the first seven months of this year have exceeded last year's first seven months' sales by 300%. In fact, this year's first seven months' sales out-do all of our 1956 Little Rock sales by 125% . . . and the past six weeks of advertising and promotion are responsible for 58% of this year's business.

Reports from our sales representative in the Little Rock area read as follows: "Good movement." "Excellent displays in _______ stores." "Sold _______ for the first time." "Doing quite well in _______ stores." "Reordered." And the proof of these reports is, of course, shipments.

To a large extent, the credit must go to the exceptional job you and KTHV advertising, promotion, and merchandising did for us. The cooperation you gave us was equally exceptional."

Robert S. Herzog

ROBERT S. HERZOG

KTHV . . . LITTLE ROCK

316,000 WATTS . . . . CHANNEL 11

CBS

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 53, No. 23 DECEMBER 2, 1957

RADIO NETWORKS ON THE REBOUND

• Billings on the way up as old—and new—advertisers climb aboard

• New faces, new formats are regenerating some of the old magic

One year ago, a special BROADCASTING report [Nov. 26, 1956] asked "Are radio networks here to stay?" The answer then to our own question: "Yes, in one form or another."

By last week the "yes" had been substantiated in billing increases on all four networks, and the "form" had begun to crystallize. BROADCASTING's 1957 look at the network radio situation finds these developments:

- MBS's claim that it has sold out all of its network option time, is operating in the black and will increase rates at the beginning of next year.
- NBC Radio's report of advance gross billing up approximately $800,000 from a year ago, claims of a slim but firm lead in the per cent of all radio network sponsored time and emphasis that affiliates have been assured increased station payments.
- CBS Radio's stress on national advertisers coming around to the 52-week contract—citing, among many, Ford Div.'s $5.5 million package; the recent A. C. Staley Mfg. $1.2 million buy; the Colgate-Palmolive $3.5 million contract, and $1 million-level purchases by such advertisers as Miles Labs, Delco (General Motors) and Bristol-Myers. (All figures are gross.)
- American Broadcasting Network's turn to live programming under the direction of its new president, Robert E. Eastman, who has scuttled soap operas in favor of live music and personality shows. With a heavy investment in its program revision, ABN sees only bright prospects ahead.

The national "blue-chip" advertiser, who had slowly chipped away its spending in network radio since tv's rise, is returning. CBS Radio, for example, ran full page newspaper advertisements in October to proclaim that 14 of the 15 biggest network radio advertisers during the networks' peak year (1948) were back in 1957.

The 14: Procter & Gamble, Sterling Drug, General Mills, General Foods, Gillette, Miles Labs, Lever Bros., Liggett & Myers, American Home Products, Colgate-Palmolive, R. J. Reynolds, Philip Morris, Swift and General Electric. The 15th: Campbell Soup.

The network also noted that large corporations, not big network radio users 10 years ago, were on CBS Radio today. Among them: Ford, Home Insurance Co., General Motors (Chevrolet and United Motors Service) and Longines-Wittnauer Watch Co.

The top agencies also attest to this upbeat in network radio use.

For example, BBDO this year increased its network radio billing $9 million over the past year; Young & Rubicam, $2 million; Foote, Cone & Belding, $3.7 million; J. Walter Thompson, $3 million, and Cunningham & Walsh, $1.2 million.

BBDO at the first of the year appointed William J. Hoffman Jr., a tv account man, as director of network radio for the agency. In that post, Mr. Hoffman promotes network radio to BBDO account executives.

As expressed by Mr. Hoffman elsewhere in this issue [MONDAY MEMO, page 105], the current "resurgence" in network radio as a major advertising medium "has been one of the outstanding developments of our business during the past year."

Another agency executive, Reggie Schuebel, director of network relations, Guild, Bascom & Bonfigli, points out that her agency uses network radio for two of its major accounts, Best Foods' Nucoa margarine and Ralston Purina cereal, because of the "intense listenership that is inherent in dramatic radio programs and which carries over into the commercial." The medium appeals, she says, because it obtains a mass audience at a low cost. (Best Foods and Ralston Purina participate in a number of daytime serials on CBS Radio.)

At the same time, an executive at J. Walter Thompson said flatly that he has been "amazed" and "heartened" by a "greater astuteness" about network radio among advertisers. This "intelligent thinking" about the medium, he thought, may be marking an end to the "fashion of buying a spot package" but ignoring network. He cited an "awakening to networks, their rates and structures" which, he predicted, would lead to increased radio network buys next year. But, he warned the lowered cost

AMERICAN
OADCASTING
TWORK

ABN ROBERT EASTMAN, *President*

"ABN has made a sharply dramatic break with network patterns of the past. Our product is programming, suited to the modern pace and the modern taste."

CBS ARTHUR HULL HAYES, *President*

"Advertisers have recognized the real values of this type of attentive listening by investing more money with us than with any other network."

MBS PAUL ROBERTS, *President*

"Network radio definitely is on the upbeat. . . . Mutual is now operating in the black. . . . We're gearing ourselves to a possible $14 million net in 1958."

NBC MATTHEW J. CULLIGAN, *V.P. in Chg.*

"Our affiliates, too, have prospered. Those who cleared over 90% of the network's programming this past year are assured of a 300% increase in station payment."

RADIO NETWORKS ARE SIZZLING WITH PROMOTIONS

If anybody should know network radio is here and very much alive it is the listener. The networks this year have been telling him so with increasing frequency via contests, on-air spots, and publicity stunts, along with stepped-up consumer advertising in newspapers, magazines and even billboards. Nor will sponsors and prospective sponsors be allowed to overlook the fact.

ABN is out to become the contest king of the year and currently is winding up a Herb (Oscar) Anderson promotion to find the most beautiful female ear in the U. S. The owner of the winning ear, plus her husband, will get a week's vacation in Hollywood and a cement baptism in front of Grauman's Chinese Theatre. Other contest promotions have included a nationwide talent search on the *Johnny Pearson Show* and a "spin the silver barrel" drawing on the Pearson program plus the *Merv Griffin Show* and *Bill Kemp Show*. In the latter, listeners mailed in post cards with names and addresses, and the program personalities drew them out of the barrel to give away 60 Motorola table radios ("cross plugs on our other live shows will be appreciated," Promotion and Exploitation Director Irv Lichtenstein wrote "all concerned" at ABN).

ABN is working had to tie its promotions in at the affiliate level and tested this concept with a silver-dollar giveaway to motorists who were listening to Jim Backus on their auto radios Oct. 21-25 in New York, Detroit, Philadelphia and Washington. ABN supplied affiliates in early November with a pre-Thanksgiving turkey giveaway promotion plan and circulated station management and promotion directors with a Christmas Day idea to boost listener interest by having station personalities air Merry Christmas exchanges with the city's leading citizens via beeperphone.

CBS claims it is the only network going in heavily for a consumer campaign in national magazines—aimed primarily at building audience for daytime shows. Starting last spring, CBS has been using *Look, Woman's Day, Family Circle, Reader's Digest, True Story, Women's Group, Photoplay* and *TV-Radio Mirror*. Some of these ads are supplied to affiliates in poster form for local use and stations also are being well supplied with car-cards and tv slides for general use.

CBS is strong for recorded announcements by stars for distribution to affiliates and uses them heavily on sustaining shows. Seasonal themes such as "Sounds of Summer" have been backed up with specific occasion spots. New programs and events like "Radios for Christmas" call for special promotion kits. CBS produced a jingle emphasizing the importance of its medium: "Only a network can do it!" Its regular publication, *Station Breaks,* permits affiliates to exchange ideas on promotion.

of network radio—particularly in nighttime periods—has not yet been fully appreciated and recognized.

JWT cooperated with CBS Radio in presenting reports and analyses on network radio to its client, the Ford Div. of Ford Motor. This joint effort is credited with stimulating the Ford 52-week, $5.5 million gross package on CBS giving the automobile firm 4 hours and 40 minutes per week [LEAD STORY, May 13].

Other benchmarks:

Indicative of the trend, substantial gains for network radio were chalked up between October and November of this year, according to industry sources. The four radio networks' total showed a climb of nearly six hours, or 14.5%. For NBC and CBS, the November totals were said to be highs for the year and greater than any period all last year.

Radio Advertising Bureau, significantly, plans to begin issuing a quarterly report on all advertisers using network radio, a service discontinued in 1955. It is hoped the first quarterly report will be out early next year. Billing figures may be added later. RAB said it has been getting "constant queries" for such information. Meanwhile, RAB is getting ready to publish a sales presentation comparing network radio with magazines. It has been giving the presentation all year to various national advertisers.

The radio networks have been pumping new life into their own promotion and advertising machinery this year and expect to continue this phase at a high level. This covers not only on-air listener promotion such as contests and spots, but also sponsor merchandising, sales development and consumer media advertising (see separate story in box above).

This is the way the networks report their individual status:

AMERICAN

ABN got off to a glamor sales drive for its new live programming format last week. The network literally lit up the grand ballroom of the sedate Plaza Hotel in New York Tuesday morning for a "breakfast" (coffee and rolls) for an estimated 500 people, including many advertisers, agencies and affiliate executives.

American also is off to a sales start. Such advertisers as Nestle (Dancer-Fitzgerald-Sample), Sterling Drug (D-F-S) and Foster-Milburn (Doan's pills) (Street & Finney), already have bought into the *Herb Oscar Anderson Show,* one of the many "live music" programs now on American's air. In addition, ABN has the Texas Co. (Cunningham & Walsh) sponsoring the Metropolitan Opera, Nestle has contracted for segments in the *Jim Reeves Show* (another live music showcase) and the long-standing *Breakfast Club* is nearly sold out.

Among the major blue-chip advertisers participating in *Breakfast Club:* Admiral (Henri, Hurst, & McDonald), U. S. Steel (BBDO), Nescafe (Bryan Houston), General Foods for Post cereals (Benton & Bowles) and Calumet (Young & Rubicam).

In addition, ABN has newcasts sponsored by R. J. Reynolds (Camels through Wm. Esty) and Chrysler (McCann-Erickson) and grosses more than $1 million per year on religious sponsorships on weekdays alone.

Speakers at ABN's presentation last week included President Eastman and NARTB President Harold Fellows. A narration of a

AMERICAN BROADCASTING NETWORK
the Live one is AMERICAN
AMERICAN BROADCASTING NETWORK
the Live one is AMERICAN

ABN *musical personalities took part in the finale of the "sell" at a network presentation Nov. 26. More than 500 executives from advertising agencies and affiliated fields attended the promotion at the Hotel Plaza in New York.*

But the radio excitement is not all outgoing.

Enthusiasm is evidenced internally at CBS headquarters in New York. Employes representing all levels of operation are participating in a workshop group started this year called "Dimensions in Sound." Besides practice in production, the group listens to company experts who share their acumen. This Wednesday the group will talk radio with Howard G. Barnes, vice president in charge of network programs for CBS Radio; Harlan J. Dunning, supervisor of network programs; producer Paul Roberts; Alan Ludden, program director of WCBS New York, and James Sirmons, assistant director of labor relations.

Mutual's programming approach stressing music and news programming almost exclusively, a station spokesman said, obviates the need for extensive promotion, since the network does not have distinctive personalities or shows to promote. It restricts its audience promotion to on-the-air announcements within its public service shows and co-op programs and the use of mail campaigns to advertisers, agencies and distributors of sponsors' products.

The network has newly appointed Weiss & Geller as its advertising agency to prepare advertisements for the broadcasting and advertising trade press and to create a network symbol that affiliates may use in consumer advertising. In recent months, the spokesman said, affiliated stations have carried on audience promotion campaigns emphasizing their association with Mutual and carrying paid advertisements in local newspapers with this message. It is hoped, the spokesman added, that Weiss & Geller will be able to assist local stations in this effort.

NBC Radio has stepped up its consumer advertising 100% this year, exclusive of on-air promotion. Paid space has been increased substantially in newspapers, although some magazines are used. Trade advertising is up 30%, the network reported, with the increased spending here invested in vertical publications in the drug, food and automotive fields.

NBC on-air contests were highlighted by the "Most Beautiful Voice in America" search which brought entries from all 48 states, gave affiliates substantial opportunity to tie in locally and had such promotion potential as major displays at the North Carolina and Texas State fairs.

Now described as a "major operation" at NBC Radio after almost "starting from scratch this year" is the network's merchandising efforts in behalf of a variety of clients. Complete merchandising and promotion kits are regularly mailed for local use by stations, dealers, distributors and advertisers and the network joins sponsors in local staging.

NBC Radio also believes in selling radio with radio. A typical example of a method used widely was the distribution of about 100 transistor sets mocked-up to look like Del Monte products to California Packing Co. for use by salesmen on their rounds. They often timed their calls so the pitch could begin by tuning in NBC during a Del Monte commercial.

ALL IN WEEK'S WORK

Four advertisers last week signed with CBS Radio for new business amounting to more than $500,000 in gross billings, according to John Karol, vice president in charge of network sales. Heading the business was a 52-week pact with Carnation Co., Los Angeles, for a weekly quarter-hour of *House Party,* starring Art Linkletter. The agency is Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

Other contracts came from the California Prune & Apricot Growers Assn. (Sunsweet prunes), San Jose, through Long Adv., San Francisco, for two weekly 7½ minutes of *House Party* for 13 weeks, starting Jan. 6; White House Co. (records), Harrison, N. J., through Kushins, Anderson & Takaro Inc., New York, for 40 minutes of *Great Moments in Music,* programming on Dec. 1 only, and Bristol-Myers Co., New York, through Young & Rubicam, New York, for one-quarter of the Orange Bowl Game, New Year's day.

slide presentation was delivered by ABN Vice President Stephen Labunski.

On the stage of the ballroom a large orchestra supplied "live" music, while the balcony boxes were used to spotlight the casts of each of the new ABN programs.

Mr. Eastman told the audience that "far-reaching changes have taken place at American in a short time" and that ABN "has made a sharply dramatic break with network patterns of the past.

"Our product is programming . . . suited to the modern pace and the modern taste," he asserted.

As noted by Mr. Labunski: ". . . a multi-million dollar programming with 222 performers, musicians, writers and production men. There is nothing else like it in the entire radio medium. It's an exclusive, powerful product of American—a live showmanship product which has the vital characteristics of personal warmth, sparkle, humor and spontaneity."

CBS RADIO

CBS Radio's President Arthur Hull Hayes sees the upward trend in both sales and programming continuing. He noted that "as we prepare to enter 1958, sponsor interest approaches an all-time high. Many major industries are actively considering entry into network radio.

"This use of network radio is particularly encouraging to use at CBS Radio where we have long believed that network radio's place is dependent upon programming for attentive listening. Our daytime schedule of serials and personalities, and our nighttime and weekend schedule of personalities and dramatic shows, has continued to maintain its leadership among listeners. And advertisers have recognized the real values of this type of attentive listening by investing more money with us than with any other network."

Mr. Hayes also said: "CBS Radio will continue to supply its affiliates with the best in big-name prestige programs as well as with radio's leading news and public affairs presentations. Through the network's programming, our affiliates' standing in their respective communities is strengthened."

CBS Radio places top emphasis on 52-week contracts and what it calls "single-sponsor" buys. Among the highs reported was the "stimulating" Ford Div. contract, described by CBS as "the largest single network radio deal in a decade."

Other single sponsor buys have been recorded by the network. Among them: Home Insurance Co. of New York (for *Jack Benny* through Albert Frank-Guenther Law); Chevrolet (Campbell-Ewald) on newscasts; Miles Labs (Geoffrey Wade) on several newsstrips. North American Philips Co. is listed as one of the top advertisers during the year, as is R. J. Reynolds (William Esty).

Philip Morris (N. W. Ayer) expanded a regional hookup to a full network for its country music program; A. E. Staley Mfg. took a single-sponsorship of a weekday strip (via Erwin Wasey, Ruthrauff & Ryan). Other sponsors who are exclusively identified with a show: Wm. Wrigley Jr. (Arthur Meyerhoff); Delco-Remy Div. of General Motors (Campbell-Ewald); Longines-Wittnauer (Victor Bennett).

The network also was registering longevity records for its serials. To cite a few: *Ma Perkins* and *Romance of Helen Trent* in their 25th year on the air, and *This Is Nora Drake,* celebrating a 10th birthday.

On the station front—an area that quickly shows up health or illness in a broadcast medium—CBS-owned radio outlets issued new standardized, uniform rate cards during the year. This was designed to simplify time-buying on the outlets. Only two weeks ago, the network released a qualitative study by Motivation Analysts Inc. that found CBS-owned stations gaining more "attentive" listening than leading independent stations [NETWORKS, Nov. 25].

At a CBS Radio Affiliations Assn. convention a few weeks ago [NETWORKS, Nov. 11], President Hayes told affiliates that the network's income this year would show an upward turn for the first time since 1950, and that, on the basis of a rise in billings, station payments also will be greater for the first time since the turn of the decade.

MUTUAL

Mutual projects an optimistic picture for the rest of this year and for 1958, with Paul Roberts, president, anticipating $14 million in net billings for 1958. Only last week, Mr. Roberts told a news conference in New York that the network is "sold out" through Dec. 31 of this year [CLOSED CIRCUIT, Nov. 25].

As further evidence of Mutual's "upbeat," Mr. Roberts said the network will add two hours of programming to the schedule at the beginning of 1958, at which time it also will institute a rate increase. The expansion in the broadcast day from 17 to 19 hours also ties in with another development at Mutual, Mr. Roberts said, referring to a new arrangement with the Don Lee network whereby these stations will become direct affiliates of Mutual. The extra two hours after midnight (EST) will enable Mutual to service west coast stations, particularly, during an advantageous time period.

The contract with Don Lee, which is expected to be signed shortly, will provide that Mutual pay the cost of telephone lines (amounting to about $250,000 per year), Mr. Roberts said, with Mutual retaining 90 minutes per day of its own programming to stations and supplying the outlets the remainder of the day. He stressed that Mutual will not be buying Don Lee, but the arrangement will facilitate station clearances, enabling Mutual to place an expanded amount of its programming at the disposal of the stations.

Mr. Roberts said the expanded broadcast day plus the rate hike will open up additional sources of revenue for the network in 1958. It will add two hourly newscasts and possibly service and sports programs in the added 12 midnight-2 a.m. period. The network currently operates from 7 a.m.-12 midnight. The amount of the rate increase is expected to be at least 10% but, according to Mr. Roberts, has not been worked out as yet.

Mr. Roberts told BROADCASTING:

"It is now nearly five months since I first became interested in network radio operations—particularly those of the Mutual Broadcasting System. And today, as president of the network, I find my original feeling well fortified by station, listener and client responses.

"Network radio definitely is on the upbeat. Mutual has well demonstrated that fact. But Mutual has done it by providing a network radio operation with which stations can live profitably and practicably.

"Our original philosophy about network broadcasting has not changed one bit. We are determined to give our stations the kind of programming most practicable for their local or regional schedules.

"We are adding additional station service programs. For example, the *Story Princess*—first new children's show on Mutual in five years—is strictly for station sales. It's a week-night show that starts Monday (Dec. 2). We're planning station service shows giving latest details on financial news coupled with Wall Street closing prices. We've got the Kate Smith show coming up Jan. 6th, half of which stations sell for themselves, and we're starting to add to our sports calendar, with the annual North-South All-Star Shrine football game Christmas night first on the schedule. We're checking our stations now for the Wednesday evening boxing matches.

"Most importantly, however, we know that Mutual is now operating in the black. Before we took over the network had a $150,000 monthly operating loss. We're gearing ourselves to a possible $14 million net in 1958—and I mean, net."

Mr. Roberts declined to estimate Mutual's billings for this year, but they are reported to be in the neighborhood of $7.5 million. He expressed the view that Mutual will show a "slight profit" for the five months of operation under his management.

Since last August, Mutual has signed contracts with such major advertisers as Lever Bros. (Pepsodent and Dove soap) through Foote, Cone & Belding and Ogilvy, Benson & Mather; P. Lorillard (Kent and Newport cigarettes) through Lennen & Newell; H. J. Heinz Co. through Maxon Inc.; General Foods (Jello) through Young & Rubicam; R. J. Reynolds Tobacco (Camels) through Wm. Esty; Sterling Drug (Fizrin) through Compton Adv.; Quaker State Oil through Kenyon & Eckhardt; American Home Products (Anacin) through Sullivan, Stauffer, Colwell & Bayles; Bab-O through Donahue & Coe; General Motors (trucks) through Kudner Adv.; Benrus (watches) through Lennen & Newell; Chrysler Corp. (cars and trucks) through McCann-Erickson; Carter Products through C. L. Miller Co.; Pharmacraft Co. through J. Walter Thompson; Colgate-Palmolive through Shaw Adv.; Pharmaceuticals Inc. through Parkson Adv.

REVVING UP FOR '58

With Mutual "sold out" on its network availabilities through the end of 1957, Sales Vice President Sidney P. Allen last week announced that new orders beginning in January were being signed and expressed "extreme pleasure" at the identity of early advertisers. He pointed out that an advertiser new to Mutual—Colgate-Palmolive Co. through Shaw Adv., Chicago—had signed for a large order on a 52-week basis, for *Sportsreel* with Bill Stern, starting Jan. 2, at varied times. The product will be Instant Shave Cream. For the first 13 weeks, C-P will sponsor the show on Tuesday and Thursday from 7:30-7:35 a.m. and on Monday, Wednesday and Friday from 8:30-8:35 a.m. For the next 26 weeks it will sponsor the program ten times weekly, covering both the 7:30 and 8:30 a.m. periods, then reverting to the former schedule for the final quarter of the year. On top of the Colgate buy, Mr. Allen announced that Pharmaceuticals Inc., through Parkson Adv., New York, would sponsor a year-long campaign on the Gabriel Heatter five-minute news broadcasts on Tuesday (1:30-1:35 p.m.) for Serutan and on Wednesday (7:30-7:35 p.m.) for Kreml hair tonic. Mr. Allen stressed that Kreml had not used Mutual since 1946, Serutan since 1949.

What is particularly heartening, according to Mr. Roberts, is that many of the advertisers never before had used Mutual and others had been sponsors who had not utilized the network in five years or more. Present advertisers who had not used Mutual at all in the past include Heinz, Chrysler, Quaker State Oil, Reader's Digest Assn., Florists Telegraph Delivery Assn., Liggett & Myers and Colgate-Palmolive. Sponsors who signed for a return to Mutual after an absence of five years or more include Lever Bros., General Foods, Sterling Drugs, American Home Products and Pharmaceuticals Inc. (see separate box, this page).

Under Mutual's "swap" sales approach with stations, the network keeps revenue from the sale of 110 five-minute newscasts weekly plus adjacencies, five 25-minute mystery and adventure series weekly, three and one-half hours of its option time devoted largely to religious broadcasts and one-half of the sale of special shows, such as sports and the new *Kate Smith Show*. The stations keep revenue from the sale of 110 other five-minute newscasts and adjacencies, any of the recorded music programs it may sell, five 25-minute mystery and adventure series weekly and one-half of special shows.

NBC RADIO

NBC Radio is far from cautious, predicting "great days ahead" for it and for network radio generally. The excitement at 30 Rockefeller Plaza has been generating throughout the year, hastened by the terminology of Matthew J. Culligan, NBC vice president in charge of the network, who already has bequeathed "imagery transfer" and "hot line" to the industry.

Last week, for instance, NBC laid claim that advance billing for March 1958 was already "in excess" of $14.8 million gross; its billing last March—at the time—was $14 million.

Business on NBC this past year was brisk and bullish, with considerable increases being registered toward the end of the year. Top spender this year was Brown & Williamson Tobacco Co., for Viceroy and Kool cigarettes (Ted Bates & Co.), which spent $3.5 million gross on hourly newscasts. Runner-up was Bristol-Myers Co., for Bufferin (Young & Rubicam), which placed Bufferin alongside Viceroys on the newscasts to the tune of $1.7 million gross.

Other spenders, their agencies and schedules: American Motors Corp., for Rambler, through Geyer Adv., $1.1 million gross on *Monitor;* Gillette Safety Razor Co., through Maxon Inc., $905,000 gross for Friday night's *Cavalcade of Sports;* General Mills (Wheaties, Cheerios, Betty Crocker), through Dancer-Fitzgerald-Sample and Needham, Louis & Brorby, $729,000 daytime participations; Pabst Brewing (Blue Ribbon beer), through Norman, Craig & Kummel, $535,000 on *Monitor*; R. J. Reynolds Tobacco (Prince Albert, Camels), through William Esty, $676,000 on *News of* *the World* and *Grand Ole Opry*, and Allis-Chalmers, through Bert S. Gittins Adv., $360,000 on *The Farm & Home Hour.*

This fall, Procter & Gamble made its return to network radio and NBC with a potential $1 million gross billing, daytime (40 announcements a week), through Compton Adv. Ex-Lax Co. (Warwick & Legler) stepped up its campaigns with approximately $900,000 gross in daytime spots. Readers Digest Assn. (J. Walter Thompson) began picking up the hourly newscasts and may spend $1.1 million gross; Plough Inc., for cold remedies, has allocated $1 million gross to a cold-season push, and Bristol-Myers' Trushay hand lotion has come in with $700,000 gross billing.

Mr. Culligan, a product of television, has stated he "Did not," paraphrasing Sir Winston Churchill, "take over NBC Radio to preside over its liquidation." In sponsored hours alone (based on figures taken during the first week of each month), NBC this year shot from 14 hours and 55 minutes (January) to 46 hours and 37 minutes (November). A comparable growth record for 1956 was 20:24 to 24:50. Basing its report on PIB figures, NBC now claims a distinct lead over its rivals by saying its schedule accounts for 37% of all network sponsored time, while CBS has 35% and ABN and MBS share the remaining 28%.

The affiliates, too, have prospered, according to Mr. Culligan. Any of the 188 NBC affiliates who cleared over 90% of the network's programming were assured this past year of a 300% increase in station payment. As NBC gained 40% in net sales over the past 11 months, Mr. Culligan said, affiliates could "be sure to gain from our having sold more time and at higher prices."

Resurgence at NBC, noted Mr. Culligan, was due to "a carefully planned and executed survival plan" that encompassed programming changes, emphasis on news and radical new approaches in salesmanship and merchandising. Among the changes:

NBC's New Approaches

- Shifting the long-time *One Man's Family* from nighttime to daytime, garnering greater audience response but also "reinstating the flow of audience" from the high-rated *News of the World* to the network's post 8 p.m. programming; the substitution of *Life and the World* and the subsequent signing of Time Inc., and later Chrysler Corp., in place of *One Man's Family's* participating advertisers.
- Inaugurating a "hard-headed" news policy that saw the installation of the "hot line" program and an eventual $5.6 million gross billing for *News on the Hour* and an additional $2.7 million gross on other news programs.
- Placing *My True Story* in the morning and signing Macfadden Publications to a $4.7 million gross contract.
- Extending *Monitor* to Friday nights, adding new advertisers, guaranteeing Gillette a more substantial lead-in audience to its Friday night fights; launching *Nightline* (a weeknight potpourri of miscellany) and *Stardust* (a plan whereby advertisers wanting to return to radio could be encouraged by "name-glamor appeal"). With *Stardust* came Ed (*Duffy's Tavern*) Gardner, Fibber McGee and Molly, Bob and Ray and, from television, George Gobel and Jerry Lewis.
- Under the working title of "Dispersion Plan," NBC went all-out to persuade new advertisers to come to radio via segmented participations; worked to insure renewals, and stressed the benefit to national advertisers of persuading dealers and distributors to join in radio sponsorship via local adjacencies.

NBC used its personalities to sell advertisers on radio, sent talent to sales meetings, and had them address distributors via closed circuit hook-ups. Among advertisers persuaded to "take the plunge": Schumacher fabrics, Silversmiths Guild, Karagushian carpets and Ruberoid Co. (Fuller & Smith & Ross, agency for the last three accounts named, did not "spend a nickel" on NBC Radio in 1956, but accounted for an excess of $1.5 million gross billing this past year).

NBC "sold" its affiliates on using transistor radios to demonstrate the immediacy and flexibility of radio. Through such salesmanship, *Monitor,* for example, this past June attracted 21 new advertisers and scored an increase of $4 million in billing during its second year on the air. Such salesmanship, too, wooed and won Procter & Gamble—"one of the most deliberate advertisers in America," according to Joe Culligan—to return to network radio via a heavy, 52-week schedule.

SPECIAL REPORT—SUBLIMINAL PERCEPTION

SP, PS CONTINUE TO HOLD STAGE: NARTB, NETWORKS MEET SECRETLY

• New Orleans firm demonstrates technique to AMA

• Potter calls on FCC, which sees no danger, to act

SP and PS—subliminal perception (tv) and phantom spots (radio)—tightened their grip on the communications industries last week, but signs of sanity became apparent.

The new versions of the psychologists' art—invisible or barely audible messages—drew new recognition and deeper scrutiny at the FCC, while organized broadcasters continued their experiments.

Here are the significant developments:

- Network spokesmen, meeting secretly with NARTB, said they will have no part of subliminal devices at this stage of the art.
- NARTB wants to do some studying in the near future.
- A demonstration designed to dispel panic and show how SP works was staged Tuesday before the New Orleans chapter of American Marketing Assn.
- A device to detect invisible subliminal messages was revealed at New Orleans: four fingers and a thumb.
- FCC formally announced in its best gobbledygook manner: "The posture of the problem is such that the public interest is not in immediate danger of being adversely affected."
- Sen. Charles E. Potter (R-Mich.) claimed FCC can legally control SP.
- WCCO Minneapolis, researching the field of phantom spots by radio, came up with a road map for a series of experiments.

The New York meeting of NARTB and the networks was, almost but not quite, held subliminally at the Waldorf-Astoria. Those attending were unhappy their huddle had been discovered and refused to talk.

Attending for NARTB were President Harold E. Fellows; Thad H. Brown Jr., tv vice president, and Richard M. Allerton, research manager.

- It was learned that NBC President Robert Sarnoff has issued a directive stating that NBC will not accept for either radio or tv, on the networks or on owned-stations, any material prepared for subliminal perception. This directive also included NBC's subsidiaries, such as California National Productions. Mr. Sarnoff noted that this decision was in accord with NARTB's policy. He stressed also that NBC deems such material "improper" and that the network's position had been taken in light of the lack of knowledge and implications of the technique employing such material.

Similarly, CBS-TV President Merle S. Jones has directed a hands-off policy. His statement to network personnel:

"The legal, social and ethical implications raised by subliminal perception, as we understand it, are sufficient to preclude it from use in any form on the CBS Television Network and our company-owned stations. Furthermore, it has been and will continue to be our policy that all advertising messages transmitted over our facilities are clearly identified as such to the viewers."

A network engineering executive expressed doubt whether it would be "electronically possible" to place such a "message" on the full tv screen.

At the NARTB-network meeting, called at the suggestion of the trade association, the vagueness about the technique was stressed. The consensus was (1) broadcasters should not accept such advertising, and (2) there must be further careful research to find out what the technique "really is" and what it "could mean."

At the session, NARTB officials went over ground covered by its Code Review Board at Beverly Hills, Calif., a few weeks ago [TRADE ASSNS., Nov. 18]. Import of that meeting was to warn against the use of subliminal perception on tv, urging immediate review and consideration of any such proposals but no telecasting of the technique until this research is conducted.

The FCC announcement, issued Wednesday, noted that psychological experiments are underway and added that it had learned Nov. 21 about experiments at one tv station, WTWO (TV) Bangor, Me. [STATIONS, Nov. 25]. "This information was to the effect that only station promotional announcements were used with negative results," the Commission said.

The Commission took notice of the NARTB Tv Code Review Board's recommendation to code subscribers. Major networks, the FCC added, were asked about SP and said they had not used the technique.

Then it added this observation, "Ample proof has been given of the recognition by television licensees of their responsibilities and obligations to operate their stations in the public interest. In light of these considerations, the Commission proposes to continue its study of subliminal perception as expeditiously as possible. Upon completion of this study, it will take such action as may be warranted under the circumstances."

Sen. Potter said Tuesday he was asking the FCC to stage a demonstration and added the Commission had indicated it was willing to conduct a test. "It may resolve some of the questions raised by a revolutionary and frightening new development in the communications field," he predicted. As ranking Republican member of the Senate Interstate Commerce Communications Subcommittee, he sent a query to the FCC Oct. 24. Since that time, a score of Congressmen have raised questions on the process and methods of control under present laws.

He said he was disturbed by claims of psychiatrists that people can be influenced by SP messages. "If SP is highly persuasive, the viewer may find himself making a purchase without even knowing why," he said. "This raises serious ethical questions. The possibilities are certainly unfair to a viewer who isn't even given a chance to exercise sales resistance. It's reassuring to know that FCC considers its powers adequate under the Act to control it."

FCC Chairman John C. Doerfer, replying to Sen. Potter, outlined possible Commission procedure and said that if signs of fraudulent or deceptive advertising were found, for example, a question would be raised as to the broadcaster's continuing ability to serve the public interest.

At New Orleans, H. Brown Moore, president of Precon Process & Equipment Co., told the AMA chapter that "a certain amount of panic seems apparent." He cited "many emotional outbursts in the press and from well-meaning but poorly informed individuals" and added: "Subliminal perception has been made a boogey-man. The technique has even been branded brain-washing by some. Any qualified psychologist will tell you that brain-washing is a long and difficult task and can be accomplished only with a truly captive audience."

Precon showed the marketing group a box about 1½x2x2 feet that showed a swimming pool scene—in color and with a girl. Nobody appeared to detect the subliminal message, "Drive Safely," until the light source level had been raised.

However, it was explained by Mr. Moore and Prof. H. C. Becker, co-developer of Precon and professor of experimental neurology at Tulane U., that everyone has a built-in detector of subliminal messages—four fingers and a thumb. A viewer can bring the subliminal message of a Precon device to "a visible level of awareness" simply by moving his hand up and down before his eyes while peering through his extended fingers.

Mr. Moore said the pre-conscious mind of an observer actively monitors and evaluates the subliminal material, and responds to this material in terms of ordinary likes and dislikes, even though he is not consciously able to report "seeing" the material.

"We are well aware of the social implications of Precon's use and the need for its use by responsible parties," Mr. Moore continued. "However, its potential use in education, therapy and ethical forms of advertising stamps it as one of the most important communication developments of the century."

"Rigorous, controlled experimentation with groups of individuals demonstrated that people do retain, or learn, subliminally presented information," Prof. Becker said. "Our experiments have further demonstrated that the appeal of certain motion pictures can be enhanced by the simultaneous presentation of pleasing subliminal material."

TOO CLOSE

Certain resemblances between NBC-TV's *Suspicion* fictional story of last Monday night and the real life trial of John Joseph Frank in Washington prompted the presiding judge to excuse one juror who admitted viewing parts of the show. Mr. Frank is charged with being an agent for Generalissimo Rafael Trujillo and the Dominican Republic without registering with the Justice Department. The tv story was about a fictional pilot hired for a secret mission by a make-believe Latin American country. After conferences with Mr. Frank's attorney Tuesday morning, the jury was polled and the *Suspicion* fan-juror excused.

He said the Precon process provides an efficient way to establish a positive acceptance of an advertiser's appeal and that it offers a non-irritating way of imprinting a brand name or sales message on the preconscious mind. "Much like regular advertising," he said, "subliminal messages must be presented in appealing and entertaining vehicles, or they lose their positive effectiveness. This, in effect, is another built-in safeguard for those who are still concerned about possible misuse of subliminal perception.

"We have had a number of specific inquiries from legitimate advertisers, both here and outside the U. S. It is our belief that the Precon process is uniquely suited to the complex problems of today's advertising. Furthermore, we are currently designing collaborative studies with neuro-physiological groups and practicing psychiatrists interested in therapeutic applications. Do we sound like a group of irresponsible quacks? I hope not."

He said Precon is in touch with a west coast film producer to produce a science-fiction movie called "ESP" (extra-sensory perception) which will utilize Precon to enhance the dramatic value and sensory impact throughout the picture. It was understood Precon is negotiating with the Rush Weston film interests. The Precon spokesmen mentioned work being done by Dr. Robert Corrigan of Douglas Aircraft Co.

Larry Haeg, WCCO general manager, reported the station's development team had settled on seven points in developing radio phantom spots. The team includes Dr. E. W. Zierbarth, U. of Minnesota, WCCO staff coordinator, plus consulting psychologists. Their findings are subject to final laboratory measurements.

Phantom spots are short announcements slipped in over music or into continuity pauses, reportedly hitting the listener at the bottom of the response scale.

"We are developing one of the most exciting uses of radio, but we are not getting as excited publicly as our researchers seem to indicate we could be," Mr. Haeg said. "Right now our major job is to establish the best devices for making the measurements we want to make to pin this down in solid research findings."

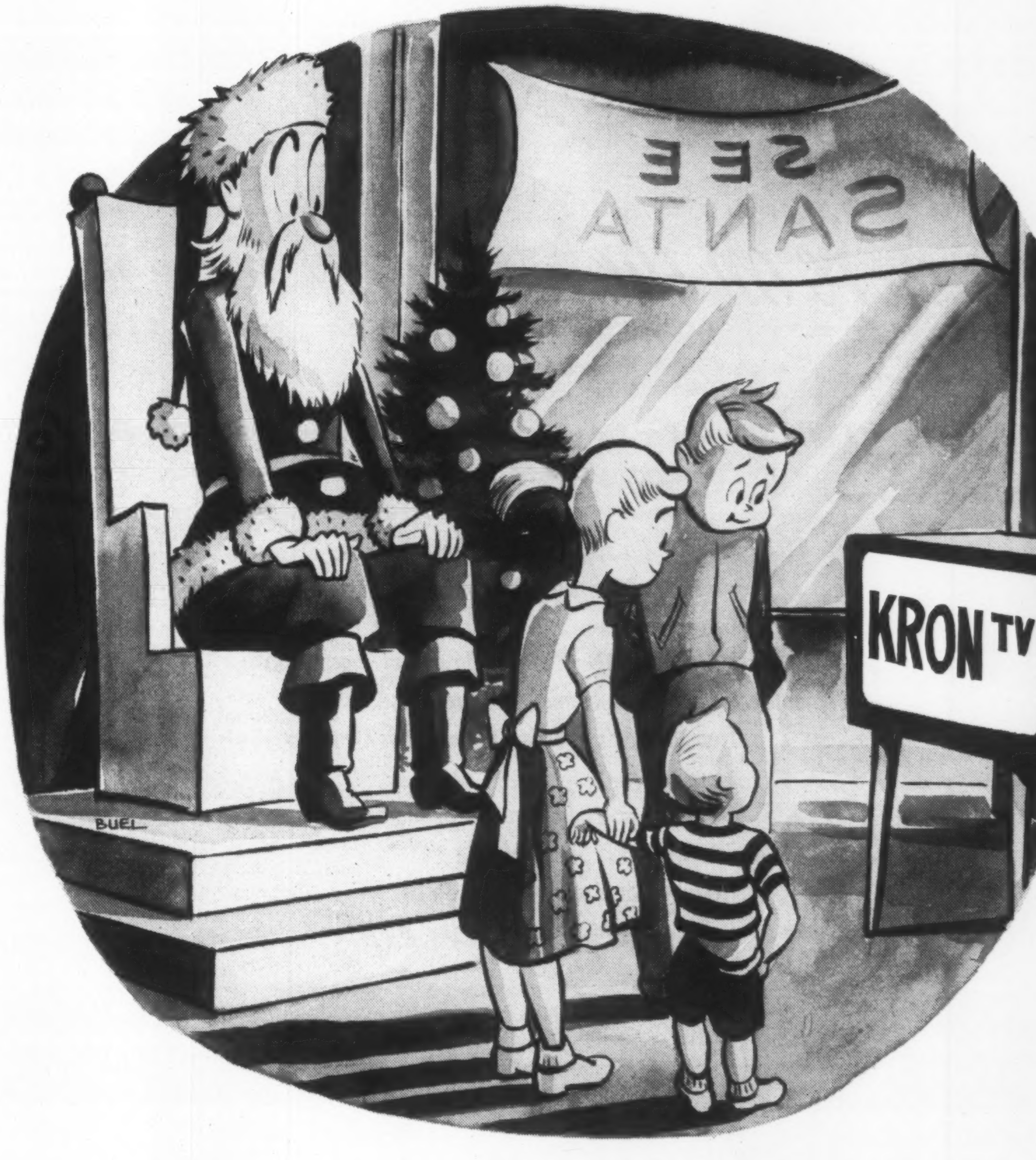
The WCCO researchers have agreed on seven "Judgments." They are ratio of voice level of phantom spots to the primary signal; most effective voice rhythms for PS; placement of PS within program content, both verbal and musical; frequency of repetition within each major segment of the broadcast day; variety of PS messages that are most effective within a day and a week; most effective syllable count for the PS phrase, and least effective placement and irritating placement of the PS.

Mr. Haeg commented there are places where PS does not do a job. These were found the first week, he added. "We have spotted the most effective places and now we are measuring the grayer areas between those extremes," he said.

WCCO's phantom spots are not for sale, Mr. Haeg reiterated, and are used solely for public service and program promotion. He said they deal with different principles than true SP.

"A subliminal message enters the receiver below the level of perception," he said. "A phantom spot is consciously perceived, though fleetingly, and the listener can accept or reject it on the same basis that he accepts or rejects any other audible stimulus. As far as I know, this is the only radio station doing serious work with true phantom spots." He said PS differs from "quickie spots" which are short messages calling attention to themselves, standing "on their own." PS, he explained, "depends on the fuller content of previous messages for its effectiveness and dips into the subconsciousness of listeners to bring those messages into their consciousness again."

KRON is TV in SF



San Franciscans are sold on KRON-TV

FIRST IN S. F.
Sign-on to sign-off share

KRON-TV	**42.6**
Sta. B	36.2
Sta. C	21.2

ARB, Oct.

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

IT'S THE BRAND NEW CHANNEL TO SOUTH FLORIDA'S $2,000,000,000 MARKET

WPST TV

we're on the MIAMI FLA. *air!*

TEN'S ON TOP — *Right! On top of 1,453,800 people, representing 581,520 families.*

TEN'S ON TOP — *Right! On top of 32,428 retail stores, employing 72,269 workers with a payroll of $165,482,000.*

TEN'S ON TOP — *Right! On top of more than 1800 manufacturing plants turning out products from milady's chemise to monsieur's carport.*

TEN'S ON TOP — *Right! On top of more than 3 1/2 million tourists who visit South Florida and Miami every year. So . . . when you show it to Miami, you show it to the World!*

WPST TV

CHANNEL 10 WPST-TV

PUBLIC SERVICE TELEVISION, MIAMI, FLA. REPRESENTED NATIONALLY BY H-R TELEVISION, INC. ABC NETWORK

TWO JOIN RANKS AGAINST AD TAX

- **WJZ-TV, WCAO institute court actions in Baltimore**
- **Both charge discrimination, cite interstate nature**

Two more Baltimore stations—WJZ-TV and WCAO—have formally joined in the court fight to stop the city's brand-new taxes on advertising media. The WJZ-TV suit was filed Tuesday, and WCAO instituted its action Wednesday.

Initial countermoves came last Monday [AT DEADLINE, Nov. 25] when the Sunpapers with its WMAR-TV and the *News-Post* and *Sunday American* (Hearst) with its WBAL-AM-TV filed their suits and simultaneously petitioned the courts for an injunction to stay the Jan. 1 effective date of the taxes. Judge Edwin Harlan immediately signed an order directing Mayor Thomas D'Alesandro and city officials to show cause on or before Dec. 17 why such an injunction should not be granted.

The suits contend that the taxes are discriminatory, an interference with freedom of the press and speech and are in violation of the 14th Amendment to the Federal Constitution as well as the 40th Article of the Declaration of Rights of the Constitution of Maryland.

Larry H. Israel, general manager of Westinghouse Broadcasting Co.'s WJZ-TV, announced his station's action. In its bill of complaint, WJZ-TV said its signal is beamed at, and in fact received, by persons residing in six states as well as the District of Columbia and that such a tv signal has been declared interstate in nature by the Congress of the United States. WJZ-TV also held that the rates for sale of time on the station are determined in part by the interstate area to which it telecasts a signal.

Similarly, Plough Broadcasting Co.'s WCAO cited its interstate commerce status as it instituted suit.

Harold C. Burke, vice president and general manager of WCAO, expressed the hope that the cases against the tax ordinances would be brought to an early hearing. "In the event of an adverse decision by the trial court, we intend to take an appeal to the Court of Appeals of Maryland and to the Supreme Court of the United States, if necessary," he declared.

Mr. Burke said that although WCAO doesn't know what method will be worked out to handle the 4% sales tax on advertising, the station nonetheless, will put all such tax money into a separate account. In that way, he said, if the ordinances are declared to be illegal, the money can be more readily refunded.

The twin ordinance to the 4% sales tax is a 2% levy on the gross revenue of Baltimore advertising media.

The City Council last week made another quick move to close one loophole that could have lessened its yield from the 4% sales tax. A new ordinance was passed specifying that all time and space contracted between now and the first of the year, but which would be used in 1958, will come under the new city law. This prevents tax-free purchases of time and space now for use after Jan. 1.

In New York last Wednesday, Kevin B. Sweeney, president of the Radio Advertising Bureau, clarified his organization's official stand on the Baltimore matter with this statement:

"We see no further point in attempting to persuade the mayor or the council that they erred. The media must now take their arguments to the judiciary and the public. We have offered our services and counsel to member stations when they start to persuade the public that this action should be reversed."

Ruppert Reconsiders, Returns to Compton

Jacob Ruppert Brewery, New York, a $1.5 million advertiser in televised baseball, last week completed a triple play it had begun in the winter of 1955-56: It announced that, effective Feb. 1, the account will be serviced by Compton Adv. Ruppert thus leaves Warwick & Legler, New York, after two years [AT DEADLINE, Nov. 25]. Compton originally had been appointed as Ruppert's agency following the Schlitz imbroglio at the now-defunct Biow Co. in January 1956, but at the last minute, the brewery changed its mind and appointed W & L instead.

The brewery (Knickerbocker, Ruppiner beers), which this year expects to hit $33 million in sales, spends roughly half its total advertising budget in television and uses some spot radio in the New York-New England market area. Before picking up the New York Giants on WPIX (TV) New York in 1955, Ruppert sponsored the WRCA-TV New York local portion of NBC-TV's *Tonight*, then with Steve Allen. With the Giants permanently ensconced in San Francisco, Ruppert—deprived of home games to sponsor—may look to other forms of television sponsorship.

NEW SUBJECTS

The best work being done on Tin Pan Alley today is going into the musical commercials of tv and radio, according to Leo Damiani, conductor of the Burbank (Calif.) Symphony Orchestra.

"Most people can't sing the top three numbers on the Hit Parade," maestro Damiani declared, "but you can stop almost anyone on the street and he'll be able to sing five or six commercials. They are the most repeated, best arranged and often the best conceived form of American music."

Here's the Damiani list of today's tops in spots, musically speaking:

Gillette March—a fine number for any band, worthy of Sousa.

Newport Cigarette Song—chosen for its dramatic material and scoring.

Scott Tissue Song—symphonic in treatment and with a Debussy flavor.

Hamm's Beer Song—programmatically terrific.

Eastside Beer Song—has enthusiasm, could be a pop tune.

Marlboro Cigarette Jingle—very repeatable.

The account, billing more than $3 million, represents the second major loss at Warwick & Legler this year. In April, W & L lost the $5 million Schick Inc. shaver account, later offset by the acquisition of $5 million worth of new Revlon business. W & L also gained $1 million in non-broadcast billing from the House of Seagram.

Ruppert first went to Biow in 1948 after a stay at Lennen & Newell. It left Biow not quite eight years later when Biow Executive Vice President John Toigo brought in Jos. Schlitz Brewing Co. (from L&N)—billing roughly $12 million. But when Adman Milton Biow and Mr. Toigo had a falling-out a few days after the arrival of Schlitz, the Milwaukee beer account was promptly resigned and Mr. Biow attempted to win Ruppert back. The account, however, had appointed Compton, then changed its mind overnight and settled with W & L. Schlitz, meanwhile, was picked up by J. Walter Thompson Co.; Mr. Toigo left Biow-Beirn-Toigo and joined Schlitz. B-B-T closed its doors six months later.

Advertiser agency observers had felt a corporate change to be brewing over the past two months at Ruppert, ever since negotiations with Anheuser-Busch, St. Louis, fell through, and with them, plans to sell the New York brewery to the St. Louis firm. At that time, Murray Vernon, son-in-law of onetime President George Ruppert (and head of an Elizabeth, N. J., paper manufacturing company), activated his status as chairman and principal stockholder of Ruppert by purchasing a majority interest in the brewery.

Ruppert has been feeling the pinch of competition in the East from rivals Piel Bros., Liebmann Breweries (Rheingold), P. Ballantine & Sons and Schaefer. All four have large agencies handling their accounts: Young & Rubicam for Piel; Foote, Cone & Belding for Rheingold; William Esty for Ballantine, and BBDO for Schaefer.

Borden Names Five to Top Posts

Election of Roy D. Wooster as executive vice president of the Borden Co., New York, was announced last week by the company. Newly-elected vice presidents of the company are Francis R. Elliott, former president of Borden's Farm Products of New York, who succeeds Mr. Wooster in charge of fluid milk and ice cream operations; Dr. Raymond J. Kunz, president of the company's Special Products Division; Everett L. Noetzel, treasurer since 1932, and Leo W. Bayles, since 1953 president of the Drake Bakeries subsidiary.

SALES CLUB THEME: USE TV ANNOUNCER

- **Value not limited to ads**
- **Gas success story cited**

Effectiveness of the television announcer as a company salesman, plus the impact of the medium through which he sells, were outlined Tuesday before the Sales Executives Club of New York.

How an advertiser can and should capitalize on its tv announcer by using the personality's "box office appeal" in other media, sales training and company public relations were detailed by George F. Foley, management consultant, and a case history of such use was related by Thomas H. Lane, senior vice president of Lennen & Newell, New York. Mr. Lane told of the success in tv of the American Gas Assn. using Julia Meade in its commercials and carrying the theme and personality into other fields of advertising and promotion.

Mr. Foley observed that, in addition to presenting the company's sales message to an audience totaling many millions of home viewers, the tv announcer "also becomes the personification of the corporate personality. This presents industry with an unusual opportunity for personal contact with the public, which is only beginning to be explored."

Announcers "are among the best known personalities on the screen," he explained, with the personality adding "believeability to the sales message." Mr. Foley said industry "spends more money building the box office value of its commercial stars than Hollywood spends on its motion picture names. Yet, industry has not yet learned to cash in on the box office values it has created in its tv announcer-salesman. This box office value can be translated into other values for the sponsor by merchandising him, or her, into sales promotions, employe relations and public relations."

While the tv announcer today is among the highest paid performers in the industry, only a few companies have signed the top performers to long term contracts, Mr. Foley said. "As the corporation uses the tv performer more and more, he will cease to be treated as talent and more as an executive. The time is coming when the personality will become a part of the corporate executive staff and given the same position and incentive treatment as top management executives."

Mr. Lane reported that the American Gas Assn., a trade group of more than 400 utilities and associated companies, was faced with problems similar to those of a package goods manufacturer and hence L & N's approach for the account "is the same as for our soap and cigarette clients." AGA, like other businesses, was faced with a shrinking "share" of market and higher costs despite continued growth of total business, he explained.

AGA found total gas sales rising each year, but for 10 years the total gas share of key appliances declined steadily, Mr. Lane said. In cooking, gas outsold electric ranges about three-to-one a decade ago, but this has narrowed to almost a standoff. Also, he said, "in every year of the decade mentioned, advertising support of major electric appliances was far greater than that for gas, in some of these years by as much as 10 times."

L & N chose tv to solve the problem, Mr. Lane related, "because it was felt that the competition had made their greatest gains in television. Conversely, the gas industry's voice in national television was non-existent."

Last January, AGA started on CBS-TV's *Playhouse 90,* he said, and today "although still out-spent by a considerable margin, they have succeeded in a most startling reversal of the 10-years sales trend. For the first time in 10 years, the key gas appliances are obtaining a greater share of the market."

Mr. Lane also reported, that on the basis of studies, consumer attitudes "have been arrested and made more favorable toward gas development in the future." He said the tv program "has given a tremendous lift to the entire industry in many other ways —ranging from a whole new spirit in sales and employe activities to a more favorable attitude on the part of the public utility security analysts."

Mr. Lane showed how the sales message and tv theme, using Miss Meade, were carried through into other forms of advertising where possible. The Julia Meade theme appears in current magazine advertisements, newspaper campaigns, billboards, in-store display, window streamers, table tents, postage meter slugs and envelope stuffers. Miss Meade travels constantly for the gas industry, he said, appearing at conventions, talking to industry groups "and generally selling the story of gas at the local level." Many of the utilities use the tv commercial in their sales training and at employe and dealer meetings, he said (see picture).

The result, he concluded, has been that the industry overwhelmingly voted to continue the advertising program for a second year—by a vote of 98.5%.

L & N last week distributed a mailing kit to the 140 CBS-TV stations carrying *Playhouse 90* which contains a newspaper ad to call attention to the Bing Crosby commercial for AGA on the programs of Dec. 5, 12 and 19th. AGA members also will use the Crosby commercial on their local programs. While newspaper ads promoting tv programs are common these days, AGA believes this is possibly the first to advertise the commercial.

COLORCASTING®

The Next 10 Days Of Network Color Shows (All Times EST)

CBS-TV

Dec. 10 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Dec. 2-6, 9-11 (1:30-2:30 p.m.) *Howard Miller Show,* participating sponsors.

Dec. 2-6, 9-11 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Dec. 2, 9 (7:30-8 p.m.) *The Price Is Right,* RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

Dec. 3 (8-9 p.m.) *George Gobel—Eddie Fisher Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 4, 11 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Dec. 5 (7:30-8 p.m.) *Tic Tac Dough,* RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Dec. 5 (10-10:30 p.m.) *Lux Show,* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Dec. 7 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Dec. 7 (10:30-11 p.m.) *Your Hit Parade,* Toni through North and American Tobacco Co. through BBDO.

Dec. 8 (2-4 p.m.) *NBC Opera,* sustaining.

Dec. 8 (6:30-7 p.m.) *My Friend Flicka,* sustaining.

Dec. 8 (8-9 p.m.) *Steve Allen Show,* participating sponsors.

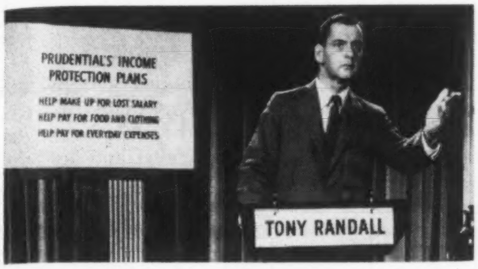
Dec. 8 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Dec. 10 (8-9 p.m.) *Eddie Fisher-George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

$2.1 Million Coty Account Switches From HKS&J to BBDO

Last week, "That Coty Girl"—representing a potential $2.1 million in broadcast billing—announced that effective Jan. 1 she would be "going places" with BBDO upon termination of services by Heineman, Kleinfeld, Shaw & Joseph, Coty Inc.'s present agency. The account first went with HKS&J (formerly Franklin Bruck Adv.) in 1950.

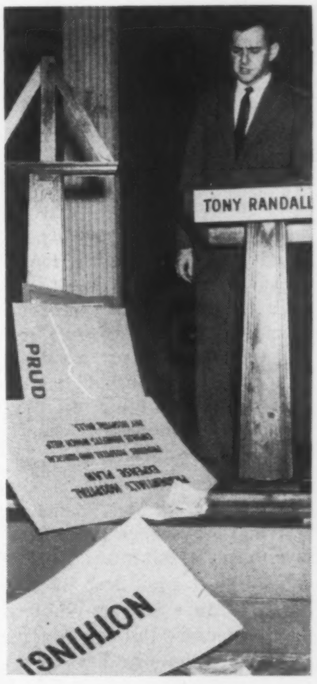
Coty Advertising Director William Siegal said Tuesday the move was not prompted out of dissatisfaction with HKS&J but by Coty's needs for "a larger agency." The 57-year-old perfume-cosmetics house recently began testing tv program sponsorship in


PRUDENTIAL'S INCOME PROTECTION PLANS
HELP MAKE UP FOR LOST SALARY
HELP PAY FOR FOOD AND CLOTHING
HELP PAY FOR EVERYDAY EXPENSES
TONY RANDALL

THE *gentleman is obviously sincere . . . but he's out of his element on the speaker's platform.*

NOTHING!
TONY RANDALL

NOTHING *like Prudential's protection plan, but juxtaposition of sign and speaker is unfortunate.*



'WELL, *just be sure to see your Prudential agent.'*

PRUDENTIAL SELLS WITH A SMILE

Insurance companies sell a service, not a tangible product. This can make it a problem when it comes to tv commercials. Reach, McClinton & Co., for The Prudential Insurance Co. of America Inc., sponsor of the *Twentieth Century* series on CBS-TV, has come up with a wrinkle: in three new commercials produced for the network show, Prudential is selling with a smile. Featuring actor Tony Randall, the first of the new series (above) was aired yesterday.

As expressed by Warner Michel, agency vice president in charge of radio-tv, the conception of comedy for mood or institutional tv advertising for an intangible product is a rare departure (except for animation). He notes comedy is used in farcical, but entirely believable situation. "For example, the Tony Randall commercial depicts him as a bungling speaker at a sales meeting, likes of whom we have seen many times; Eddie Mayehoff in the commercial featuring him is the typical neighbor so preoccupied with himself he doesn't notice how 'disaster' is creeping up on him, and the Ethel and Albert commercial—well, they are Ethel and Albert, having fun with guessing games."

Mr. Michel explains the commercials were shot in single takes rather than scene by scene in order to heighten believability—"thus getting the advantage of the flow of comedy and the appearance of a completely natural performance." He adds that the final films "indicate that once a relaxed mood has been achieved, the sales message can be driven home with a much greater impact."

Tony Randall is seen as a speaker at a rostrum, replete with placards. He stumbles over words and phrases, laughs at his own weak jokes, drops placards but gets over the message—"be sure to see your Prudential agent." (In a unusual approach, Mr. Randall speaks of the need for insurance since the viewer might fall from a roof, catch a virus, get hit by a train or a bus "or all of them.") Eddie Mayehoff is seen relaxing in his backyard hammock. He has just taken out an insurance policy—even though "nothing could go wrong." The commercial concludes after the hammock's supporting rope separates and Mr. Mayehoff drops from the picture.

The third commercial features Ethel and Albert as a guessing game—"you'll never guess who I bumped into"—of course, the Prudential agent.

Both the Tony Randall and the Ethel & Albert commercials were produced by R-M-C Productions Inc., the agency's subsidiary in New York. It took four hours of shooting for the Randall commercial, six hours for E&A. The Eddie Mayehoff commercial was shot in eight hours by Robert Lawrence Productions in Hollywood. The Tony Randall commercial will be followed by Mayehoff on Dec. 8 and Ethel & Albert on Jan. 5.

The agency team responsible for the commercials: Ted Okon, producer; Mr. Michel, and Herman Raucher, copywriter at Reach, McClinton.

Memphis and Columbus prior to seeing whether it will make use of network television next season. These and other Coty broadcast plans and strategy were detailed earlier [ADVERTISERS & AGENCIES, Nov. 4]. BBDO recently picked up Air France and is intent on "making up" the loss of Revlon Inc. by acquiring a host of smaller accounts.

'Sports Illustrated' Sets Series For Tv With Chicago Chamber

The newest *Time-Life-Fortune* publication, *Sports Illustrated,* is embarking on a gambit that may become the pattern for a series of tv spectaculars in major U. S. cities, judging by an announcement last week.

The magazine will co-produce with the Chicago Chamber of Commerce a series of six monthly hour-long *Sports Illustrated Spectacular* tv programs on WBKB (TV) that city starting Dec. 14. The Chicago venture will be sponsored by the Polk Bros. Furniture & Appliance Co. chain of stores.

The series, to debut Saturday (10-11 a.m.), will feature leading American athletes with instructive demonstrations and will seek to promote physical fitness among youngsters. The idea for the spectacular derived from a recent speech by President Eisenhower on physical fitness and was conceived by the magazine in cooperation with local chambers of commerce.

Chicago was selected as the "test city" for the tv experiment and if it proves successful, it will be extended to other key cities, according to *Sports Illustrated.* The initial series will be produced for WBKB by Dan Schuffman, the station's program manager, and directed by Herb Cunniff. Jack Leonard of *Sports Illustrated* will serve as advisor, along with Jay Van Dyk, Chicago Chamber of Commerce. The Polk Agency is incentive planner.

Avis Moves to McCann-Erickson

Avis Rent-a-Car System, New York, has appointed McCann-Erickson, New York, as its agency to handle the $1.5 million advertising and promotion program, effective Feb. 1, it was announced last week by Winston V. Morrow, executive vice president of the car rental firm.

Mr. Morrow said the decision to move the account from N. W. Ayer & Son resulted after six months' examination of the company's advertising and public relations program. He said McCann-Erickson was selected after presentations were made by six other major advertising agencies. Effective immediately, Communications Counselors Inc., affiliated with McCann-Erickson, is retained as public relations and publicity counsel for the Avis System, Mr. Morrow announced. Avis has more than 1,200 locations in 800 cities in the U. S. and 51 other countries.

Slocum, Former Y&R Exec., Dies

Larimer B. Slocum, 59, retired vice president and managing director, Young & Rubicam International, died Nov. 19 of a heart attack at his Stamford, Conn., home. He entered the agency business in 1921 at N. W. Ayer & Son, Philadelphia, and remained there until 1940 when he joined Y&R as head of its Canadian subsidiary. Before retiring in June 1956, Mr. Slocum aided in building up Y&R International. Survivors include his wife, a son, a daughter and five grandchildren.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

CALORIC FREQUENCY • Saturday radio and tv spot announcement program is planned by W. B. Doner & Co., Chicago agency, to introduce Diets of Rochester's (Minn.) new Dream Diet frozen dinners in select markets.

Broadcast media are expected to command 65-70% of budget for campaign, already underway in Minneapolis and St. Paul on a test radio basis, according to agency executives. Initial schedule includes about 60 singing singles per week on local radio stations on a "til forbid" basis. Plans are to launch spot tv in other test areas, plus radio schedules in Rochester, Minn.

While markets have not been set, a radio-tv announcement drive is anticipated for Chicago next spring. Theme of the broadcast and newspaper campaigns is "If you love to eat. . . But must lose weight . . . You can eat all this and lose weight too."

52 FOR '58 • Stewart-Warner Corp. (Alemite), Chicago, through MacFarland, Aveyard & Co., that city, has set 52-week schedule of five-minute radio programs in approximately 100 leading markets starting Jan. 6. Schedule includes, primarily, newscasts with some sports and weather shows, depending on local station availabilities, to be aired Mon.-Fri. during early morning and evening driving hours.

LOT TO LIKE • Philip Morris Ltd. (Marlboro), N. Y., is planning to supplement its heavy network tv sports coverage with a spot radio-tv campaign in several markets sometime next January.

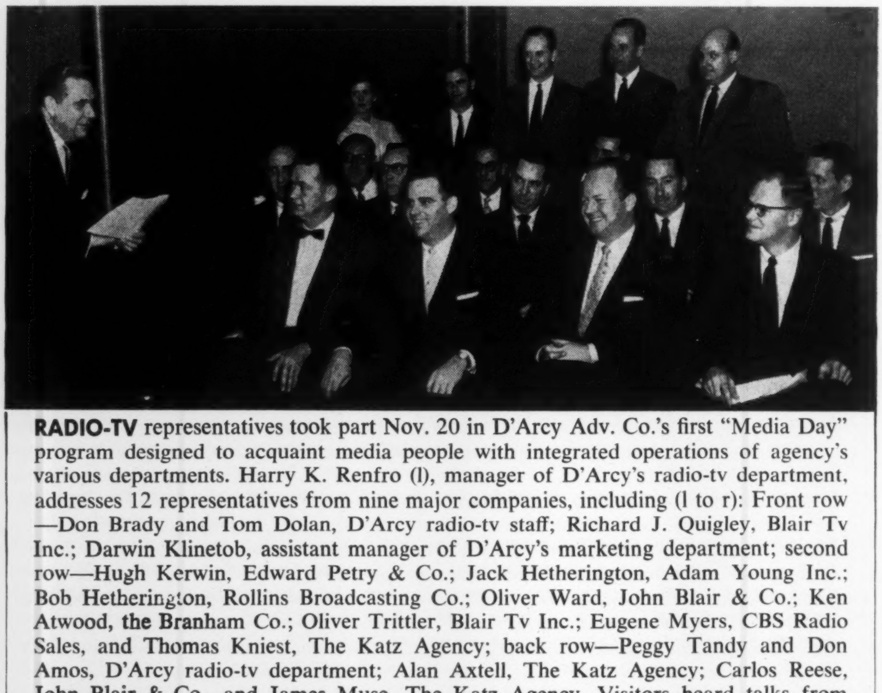
Campaign, still in planning stages, calls for an examination of availabilities in 20-30 key cities for placement of news, sports and weather programs or spot announcements, with primary emphasis on radio, for a year. Agency: Leo Burnett Co., Chicago.

In addition to spot buys, Marlboro also broadcasting again in CBS-TV's Game of the Week during '58 baseball season, maintaining substantial sponsorship of network tv sports coverage the year around.

NETWORK SWITCH • Mennen Co., Morristown, N. J., through McCann-Erickson, N. Y., has signed to co-sponsor ABC-TV's *Colt .45* (Fri. 10-10:30 p.m.) starting Friday. Effective Thursday, Mennen will discontinue sponsorship of same network's *O.S.S.* (Thurs. 9:30-10 p.m.). Co-sponsor of *Colt .45* is Campbell Soup Co., through BBDO.

TOY TIME • Knickerbocker Plastics Co. (toys), North Hollywood, Calif., is making two-month tv spot campaign backbone of pre-Christmas promotion for new toy electric vibraphone (retailing for about $9.95) and electronic bell organ ($12.95). Art Baker and a child with the toy are featured in two 60-second tv spots, broadcast minimum of five times a week on 22 stations from Atlanta, Ga., to Seattle, Wash. Campaign, handled by Knickerbocker's new agency, Hixson & Jorgensen, Los Angeles, began Oct. 21, will run to Dec. 24.

Stations carrying campaign: WAGA (TV) Atlanta; WNAC-TV Boston; WBBM-TV Chicago; WKRC-TV Cincinnati; WEWS-TV Cleveland; KFJZ-TV Ft. Worth-Dallas; KLZ-TV Denver; WXYZ-TV Detroit; KPRC-TV Houston; KHJ-TV, KNXT (TV), KTTV (TV) Los Angeles; WISN-TV Milwaukee; WCCO-TV Minneapolis-St. Paul; WOR-TV, WPIX-TV New York; WFIL-TV Philadelphia; WIIC-TV Pittsburgh; KOIN-TV Portland; KRON-TV San Francisco; KING-TV Seattle, and KTVI-TV St. Louis.



RADIO-TV representatives took part Nov. 20 in D'Arcy Adv. Co.'s first "Media Day" program designed to acquaint media people with integrated operations of agency's various departments. Harry K. Renfro (l), manager of D'Arcy's radio-tv department, addresses 12 representatives from nine major companies, including (l to r): Front row—Don Brady and Tom Dolan, D'Arcy radio-tv staff; Richard J. Quigley, Blair Tv Inc.; Darwin Klinetob, assistant manager of D'Arcy's marketing department; second row—Hugh Kerwin, Edward Petry & Co.; Jack Hetherington, Adam Young Inc.; Bob Hetherington, Rollins Broadcasting Co.; Oliver Ward, John Blair & Co.; Ken Atwood, the Branham Co.; Oliver Trittler, Blair Tv Inc.; Eugene Myers, CBS Radio Sales, and Thomas Kniest, The Katz Agency; back row—Peggy Tandy and Don Amos, D'Arcy radio-tv department; Alan Axtell, The Katz Agency; Carlos Reese, John Blair & Co., and James Muse, The Katz Agency. Visitors heard talks from D'Arcy department heads, saw a slide film and toured the agency's facilities in the first of "Media Day" programs [ADVERTISERS & AGENCIES, Nov. 18].

Agency, Firm Drop Use Of 'Rockefeller' in Jingle

Rockefeller is not a generic term denoting wealth, a New York coffee and restaurant chain has learned. At least the name of John D. Rockefeller and his heirs is not to be bandied about in tv commercials. After a month-long legal skirmish between the Rockefellers and William Black, President of Chock Full O'Nuts Corp., New York, Mr. Black and his agency, Grey Adv., have agreed to change a tv jingle Rockefeller attorneys claim represents "unauthorized use" of the name.

The jingle was broadcast on a saturation basis on WRCA-TV and WMCA both New York, and got a "new look" early in October. The original line went, ". . . You can buy it at your neighborhood store," referring to the coffee. But when Grey Adv. adopted a new tack—"The secret ingredient in this coffee is money," President Bill Black himself suggested and wrote a substitution. It went, ". . . Better coffee Rockefeller's money can't buy."

Attorneys for the Rockefeller family, Milbank, Tweed, Hope & Hadley, warned Chock Full O'Nuts that if it did not immediately "cease and desist," legal action would be forthcoming. After some deliberation by Mr. Black's corporate counsel, Goldberg & Lapan, it was decided to give way since WRCA-TV is "in the embarrassing position of being a Rockefeller tenant." The NBC-TV flagship station makes its offices and studios in Manhattan's Rockefeller Center.

The jingle will be changed. Meanwhile, Mr. Black still had the last word. He claimed the commercial hadn't hurt the Rockefeller clan. "We only implied that the Rockefellers have a lot of money which they certainly cannot deny. . . . Why, the name has been used in slogans, plays and even hit songs." Isidore Lapan, Mr. Black's attorney added that "Rockefeller" refers to John D. Sr., the man who "amassed the fortune, and not the present generation of Rockefellers."

Pulse Adds Fm Sets in Bay Area

Almost half (47.3%) of the 855,400 radio homes in the six-county San Francisco Bay area have one or more fm receivers in working order and 16.3% have two more fm sets, according to a survey made during the week of Sept. 3-10 by The Pulse Inc.

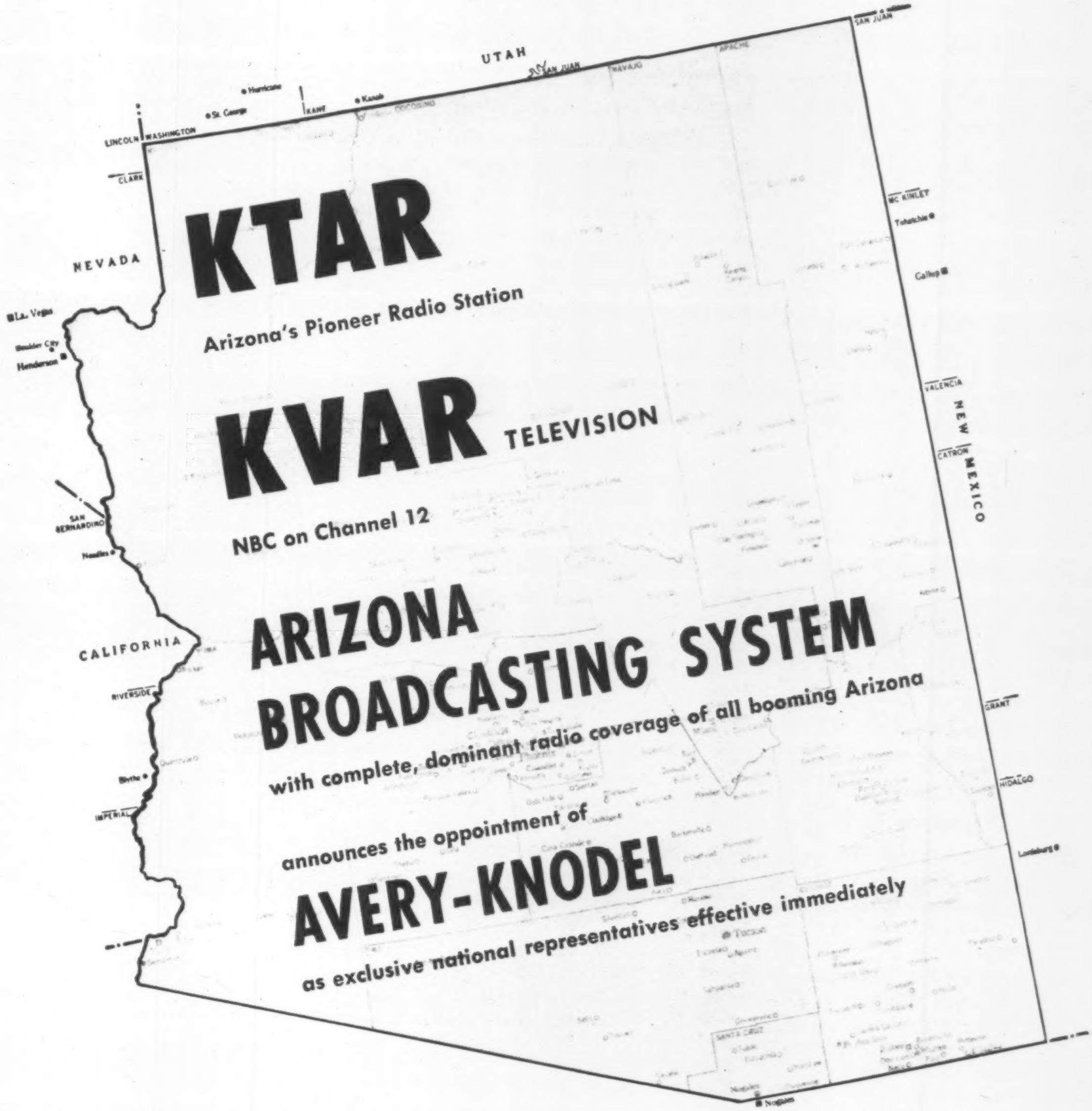
During the survey week, Pulse interviewers found 48.6% of fm homes listened during the week; 88.7% of fm listeners are over 18; 50.2% listen because of the "fine music," 25.8% because of superior sound and 22.4% because of fewer commercials; 17.3% listen before noon, 55.3% between noon and 6 p.m., 38.1% between 6 and 9 p.m., and 23.9% between 9 p.m. and midnight.

Riepenhoff Forms Own Agency

Lou Riepenhoff, formerly promotion-publicity director of WISN-AM-TV Milwaukee and previously with WEMP that city, announces the formation of Lou Riepenhoff Agency, specializing in broadcasting, advertising, sales promotion and public relations, with offices at 259 E. Wells St., Milwaukee.

BULLETIN FROM PHOENIX

America's Fabulous 42nd Market


UTAH
SAN JUAN
NAVAJO
APACHE
Hurricane
St. George
KANE
Kanab
COCONINO
LINCOLN
WASHINGTON
CLARK
NEVADA
La Vegas
Boulder City
Henderson
SAN BERNARDINO
Needles
CALIFORNIA
RIVERSIDE
Blythe
IMPERIAL
MC KINLEY
Tohatchie
Gallup
VALENCIA
CATRON
NEW MEXICO
GRANT
HIDALGO
Lordsburg
Tucson
SANTA CRUZ
Nogales

KTAR

Arizona's Pioneer Radio Station

KVAR TELEVISION

NBC on Channel 12

ARIZONA BROADCASTING SYSTEM

with complete, dominant radio coverage of all booming Arizona

announces the appointment of

AVERY-KNODEL

as exclusive national representatives effective immediately

KTAR, 5000 watts on 620 kc, serves 199,450 radio homes (NCS#2)—16% more than KTAR's leading contender. KTAR is also key station of the Arizona Broadcasting System consisting of these stations: KVOA, Tuscon; KYUM, Yuma; KYCA, Prescott; KGLU, Safford; KWJB, Globe-Miami; KCLS, Flagstaff.

KVAR, Channel 12, beams NBC network and top local programs to the fabulous Phoenix area . . . where Metropolitan population alone has jumped 66% in the last seven years. One of America's fastest growing markets, Phoenix ranks first in the nation in growth of total personal income — 171.4% greater than ten years ago.

KTAR and **KVAR**

RADIO • PHOENIX TELEVISION • PHOENIX

NOW REPRESENTED NATIONALLY BY

AVERY-KNODEL

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

Parker McComas Dies in N. Y.; Philip Morris Head Since '49

Funeral services for O. Parker McComas, 62, president of Philip Morris Inc., New York, were held last Wednesday in New York. Mr. McComas, who had been president of Philip Morris since 1949, died Monday in Lenox Hill hospital, New York, following an operation.

MR. McCOMAS

Mr. McComas had a varied career in the investment field before joining Philip Morris in 1946 as a vice president and director. Starting in 1919, Mr. McComas was with Sutro & Co. and Cowen Co., New York investment firms and in 1928 joined the Bankers Trust Co., New York, in its foreign securities department. In 1929, Bankers Trust appointed Mr. McComas manager of foreign operations in Europe, headquartering in Paris, and in 1932 he was elected a vice president. He returned to New York in 1934 as vice president in charge of the foreign department and in 1937 was named vice president in charge of the commercial banking and foreign departments.

At Philip Morris, he was promoted to executive vice president in 1947. In April 1949 Mr. McComas was elected president and the company's chief administrative officer.

Eye & Ear Inc. Organizes in N. Y.

Eye & Ear Inc., New York, has been formed to specialize in advertising and sales promotion services for local radio, it was announced by J. M. Kayne, president. The firm's clients will be limited to a single radio station in each market and will provide all the advertising and sales promotion elements needed to increase audience ratings and add more sponsors. Address is 60 East 76th St., phone Plaza 3-7694.

Max Factor Appoints Gross

A. Nelson Gross, vice president and account supervisor for McCann-Erickson, Chicago, has been appointed director of United States advertising for Max Factor & Co., Hollywood. He succeeds Kenneth D. Caldwell, Factor vice president, who has been forced by illness to relinquish his direction of the company's domestic advertising and who will serve the company as an advertising consultant as soon as his health permits.

Bien Named A-B Marketing V. P.

William Bien has been promoted from vice president over sales and advertising in Anheuser-Busch's brewery division to vice president in charge of marketing, a newly-created top-level position on the management committee, it has been announced by August A. Busch Jr., Anheuser-Busch president. He becomes a member of the decision-making body along with the executive vice president and vice presidents for brewing, operations and administration. Mr. Bien joined Anheuser-Busch in 1932, was appointed general sales manager of the brewery division in 1956 and elected a vice president last May. He will continue to be responsible for sales and advertising. R. E. Krings is director of advertising.

Pharmaceutical Group Forms Radio-Tv Monitoring Unit

The American Pharmaceutical Assn.'s radio-tv "watchdog committee" is organizing for nationwide monitoring of drug commercials, according to Dr. Robert P. Fischelis, association secretary.

In his progress report at the group's last House of Delegates meeting in Washington, Dr. Fischelis said the committee would collect recordings and films of commercials considered false and misleading and turn over its finding to the Federal Trade Commission and the Food & Drug Administration.

The watchdog program, ordered by the APA House of Delegates last spring, still is not completely organized, according to Dr. Fischelis, but should be ready to begin shortly. Explaining why broadcast media had been emphasized, he said, "The voice of the announcer is more persuasive than print," adding that he felt the consumer exercises greater judgment while reading than while listening or viewing broadcasts. Broadcast commercials are "more attention-arresting" than print ads, he said.

B&J Softens News (and Stations) With 'Sputnik' Gum Free Plug

A radio-tv commentary of 216 exciting words, designed for free broadcasting on behalf of Sputnik Earth Satellite bubble gum, has been distributed to stations by the news bureau of Bozell & Jacobs, Chicago.

The free plug is offered as a humorous bit designed to soften the impact of tense world news events. "All of which proves," according to the plug, "we Americans still have a sense of humor, even in this 'sputnik-muttnick-whatnick world.'"

Sputnik Earth Satellite bubble gum is made by Leaf Brands Inc., Chicago, the free continuity reminds. With a nice eye for detail, the copy says, "Of course, the gum itself is round—like Sputnik—and its blue coating is covered with flecks of sugar to carry out the celestial idea. I'm told that the kids say that the bubbles are as round as the moon and that the flavor is out of this world."

In another burst of generosity, the copy explains, "a box of Sputnik bubble gum was sent to Nikita Khrushchev in the Kremlin by Marshall Leaf of the company with a note suggesting that the Russian boss try blowing about this Sputnik for a change."

ANA'S WEST EXTOLS FREY REPORT

The "Frey Report" on advertising agency services and the Assn. of National Advertisers' advertising management guidebook series form a combination which can point the way to "the golden age of opportunity for the advertising agency business," ANA President Paul B. West believes.

He told the eastern annual conference of the American Assn. of Advertising Agencies [ADVERTISERS & AGENCIES, Nov. 25] that the report by Dartmouth Prof. Albert W. Frey, previewed at ANA's annual meeting and slated for publication in its final form within a few weeks [LEAD STORY, Nov. 4], will help "clear off the dross and clear the way to the gold" for the advertising field.

He said the ANA advertising management study, a seven-volume appraisal developed by ANA over a three-year span at a cost of $200,000, will give agency people "an invaluable insight into client thinking and planning to integrate agency services with clients' needs."

"Because of the huge investments required for productive advertising today," Mr. West said, "corporate management is making more exacting demands on advertising in order that advertising can make its maximum contribution to corporate profits.

"These demands call for the elimination of many past practices that cannot be justified under searching examination when the principles of modern management are applied. The Frey study . . . has put the spotlight on the weaknesses of practices that have grown up in the past in agency-client relations and points up what needs to be done to make advertising as fully productive as conditions today demand.

"The ANA advertising management study provides the means of remedying the weaknesses in the advertising structure at all levels—top management, marketing and advertising management and agency management."

Mr. West said that "one would think, if one listened to rumor, that the agency business was going to hell." He said, "It irks the hell out of me" to hear some of the reports that have circulated —that the Frey Report, for example, will cost agencies hundreds of thousands of dollars in commissions.

He said, "The advertising agencies of America have performed a tremendous service for American business and for our country as a whole" and "I have often thought that if by some twist of fate, agencies were suddenly abolished, our economy would not long endure."

But, he added, the Frey Report points up "weaknesses" in the agency-client relationship, and agencies and advertisers should work together to eliminate them. He said AAAA President Frederic R. Gamble had told him that the AAAA board is examining the preview of the Frey Report "with an open mind." It is this open-mindedness, he added, that is "so essential to getting the most good out of the Frey Report."

ANNOUNCING

THE FORMATION OF

SPEREFE

(SOCIETY TO PRESERVE AND ENCOURAGE RADIO ENTERTAINMENT FOR EVERYONE)

We FEEL WE AT WGAR are fulfilling our obligation to you as an advertiser by providing radio entertainment for everyone.

That's why we take real pleasure in announcing our current series of Cleveland originated weekly concerts by the world-famous Cleveland Orchestra on Saturday evenings at 7:05 o'clock E.S.T.

These broadcasts are also available to more than 200 other CBS radio stations across the nation. Adult interest? Last year more Americans bought tickets to symphony concerts than baseball games!

Regular WGAR listeners have learned to expect fine radio entertainment on 1220 kc. . . . the best in popular music and jazz, interesting news programs, penetrating news analyses, variety shows, outstanding drama, and, of course, the top performers from among the many CBS stars.

This policy has been paying off for our customers.

WGAR

AM-FM
CLEVELAND, OHIO
REPRESENTED BY
HENRY I. CHRISTAL CO., INC.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO ATLANTA

"If you heard conflicting accounts of the same incident on different stations, which station would you believe?"

By a vote of almost 3-to-1, listeners chose the **CBS**-Owned **R**adio **S**tation over the leading Independent station.*

THIS is only one question from an exhaustive study which sheds new, research-documented light on radio's most elusive question: are listeners worth more when tuned to one station than to another?

For years perceptive time-buyers have known there was more to evaluating stations than slide rule measurements. They know that rating services alone can't predict which station is most likely to deliver more customers for a client. In the absence of qualitative data, advertisers have had to rely on subjective judgments when appraising stations.

But appraisal by intuition is not enough. To give concrete support to the subjective judgments, the CBS-Owned Radio Stations commissioned Motivation Analysis, Inc. to study the attitudes of listeners to the C-O and the leading Independent stations.

In depth interviews 1200 listeners★ were asked dozens of questions. They spent 1500 hours answering the questions and then giving reasons for the answers, insuring a complete, uninhibited response. Some of the questions were subtle and indirect; others, forthright and provocative. Here are a few of them: *"When you first turn on your radio, for what reason do you put it on? ... What types of programs do you like the most? ... Which of the following descriptive terms (big-small, authoritative-not authoritative, etc.) would you use to describe the stations you listen to?"* ... *and "What is your idea of a big radio station?"*

Having compiled data on attentiveness, authority and respect—having assembled a complete picture of the listeners' sentiments, the interviewers then asked the decisive question:

"Which one station has the most believable commercials?"

After 100,000 tabulations, these three basic differences were found between audiences:

1. Listeners pay more attention to C-O stations than to the leading Independents.

2. Listeners regard the C-O's more favorably than the Independents.

3. Listeners believe the C-O stations more than the leading Independents...both their programs and their advertising.

This is a time when, more and more, advertising budgets are being asked to deliver customers, not just listeners. This study will help you select with greater assurance the right station. It is available for your inspection at your nearest CBS-Owned Radio Station or CBS Radio Spot Sales Office.

**From a recent study conducted in the six major U.S. markets (New York, Los Angeles, Chicago, San Francisco, Boston, St. Louis) where there is a CBS-Owned Radio Station.*

★The sample was divided into three groups: those who were fans of the CBS-Owned station, those who were fans of the leading Independent, and a control group of fans equally loyal to both stations. Fans were defined as listeners who spent more than half of their time listening to one station.

WEEI, Boston; WBBM, Chicago
KNX, Los Angeles
WCBS, New York; KMOX, St. Louis
KCBS, San Francisco

C-O

CBS-OWNED RADIO STATIONS

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

CHEVY SHOW • An unusual radio promotion turned a preview party into a salefest for Luby Chevrolet, Denver. With the '58 lines scheduled for unveiling on Oct. 31, the firm decided to show and sell the new models with an after-midnight party.

In order to maintain the surprise aspect of the party, the firm used no newspaper advertising. The first public notice of the party was given on radio at noon Oct. 30. At one minute after midnight, the open house started; 100 gallons of coffee and 150 dozen doughnuts later, at 1 o'clock the next afternoon, Luby salesmen had sold 37 new Chevies, five '57 models.

The advertising schedule, all run on Oct. 30-31, included 30 one-minute announcements on KTLN Denver, plus three hours with the KTLN mobile unit and almost six hours of remote broadcasting from the showroom. A varied spot schedule was used on other Denver radio outlets: KLAK—20 one-minute spots; KLZ—seven 20-second spots; KIMN—14 one-minute spots and participations; KMYR—20 one-minute spots, and KOSI—eight one-minute spots, eight half-minutes. Only four tv spots were used in the campaign: two one-minute spots on KTVR (TV), two IDs on KOA-TV. Total budget, including radio time, arc-lights, coffee and doughnuts, amounted to $1,600.

Example of the selling power of nighttime radio: one Denverite decided at 2 a.m. that he wanted a new Chevrolet; after getting finance people out of bed to clear the sale, Luby had a new car at his home at 3 a.m.

Original presentation for the radio campaign came from Lee Mehlig, KTLN sales manager. Agency for Luby Chevrolet is Ted Levy, Richard Lane & Co., Denver.

DAIRY DATA • Problem: How to expand sales and distribution and at the same time keep within a relatively modest budget. Advertiser: Hagan Dairy, Uniontown, Pa., which markets in a three-state area a premium-priced ice cream that sells for about 25% more than average ice creams.

Solution (as described by Sherril Taylor, Radio Advertising Bureau's vice president-director of promotion, in a folder being sent to members): Spot radio, with a schedule launched over three Parkersburg, W. Va., stations; with Hagan salesmen calling on local retailers, followed by a doubling of spots and still a new campaign in Pittsburgh.

Results: Through use of radio alone, sales in the markets moved 50% ahead of the same period a year ago, and Hagan's retail outlets in the areas increased sales by nearly 18%.

FM ONLY • Early this year Gough Industries, Los Angeles distributor of products ranging from appliances to automobiles, took on the Braun hi-fi line of German-built receivers. Next step was to find a way to (a) create a public demand for the relatively expensive sets (the lowest priced model sells for over $150, the top units are in the $500-$600 range) and (b) sign dealers to serve the public demand.

The firm decided to concentrate the entire advertising appropriation in fm. More than that, Gough and its advertising agency, Mullins, Earl Adv., decided to use only one station, KCBH (FM) Beverly Hills, Calif., and to use it during the morning hours, an unorthodox approach that necessitated moving the station's sign-on time up from noon to 8 a.m. For seven days a week, Gough sponsored this four-hour period, programmed with light standards, show tunes and pops, devoting its three commercials an hour to promoting not only the Braun sets but also Braun dealers. Each spot concluded with the name and address of a retail outlet.

According to a letter from the sponsor to KCBH, the promotion was successful in building up a solid dealer organization—one aware of the many sales "attributed to your station's reception." In fact, the letter continues, although original plans called for maintaining the schedule for 13 weeks, "our dealer organization insisted we carry it on for a total of 30 weeks."

CHAIN REACTION • A change in media strategy resulted in a changed sales pattern for McCulloch Chain Saws, product of McCulloch Motors Corp., Los Angeles. Ranking fourth in area sales, McCulloch switched its entire budget to KHSL-TV Chico, Calif. Schedule, placed through Stromberger, LaVene, McKenzie, Los Angeles, consisted of a co-sponsorship of a weekly half-hour program *(I Search for Adventure)*, three spot announcements a week, plus several one-time only programs *(All-Star Football, Gold Cup Regatta)*. Results: after eight months, McCulloch ranked first in chain saw sales for the area.

FAVORABLE REVIEW • The effective pulling power of a locally-produced radio commercial on WTTM Trenton, N. J. was lauded by the best of all possible critics—the sponsor. The Solfo Paint Mfg. Co., Trenton, uses 70 one-minute spots a week on WTTM. Company goal last year was to gain a larger percentage of paint sales in the Delaware Valley through closer identification with its dealers. After deciding on radio as the base for a continuous promotion, a series of brainstorming sessions was held with WTTM account executives and the firm's agency, Eldridge Inc., Trenton. Results: a series of "off-beat" commercials produced by WTTM. A year's end survey of results showed the Solfo factory was kept at peak capacity to supply the demand with "quite a few" new dealers added to its roster. Proof of the commercial's appeal: when WTTM announcers polled their listening audience on commercial preference, the Solfo spots ranked second.

The sponsor was so pleased with the campaign that he has produced a brochure detailing campaign background and results, providing it to WTTM for promotion as well as mailing it to Solfo customers.

ONE-TWO PUNCH • Employes of the Frisch drive-in restaurant at Madison, Indiana, got a night on the town, due to efforts of WLW Cincinnati. The station ran a remote broadcast from the restaurant as part of a campaign for all the branches of the drive-in. The owner of the chain had made

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,574,000 people in the U. S. over 12 years of age during the week Nov. 17-23. This is how they spent their time:

69.5%	(85,884,000)	spent	1,935.8 million hours	WATCHING TELEVISION
66.3%	(69,572,000)	spent	998.0 million hours	LISTENING TO RADIO
82.9%	(102,443,000)	spent	394.4 million hours	READING NEWSPAPERS
30.7%	(37,937,000)	spent	177.0 million hours	READING MAGAZINES
24.9%	(30,770,000)	spent	380.5 million hours	WATCHING MOVIES ON TV
24.9%	(30,722,000)	spent	127.5 million hours	ATTENDING MOVIES *

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING, each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 105,120,000 people over 12 years of age see tv (85.2% of the people in that age group); (2) 40,692,000 U. S. households with tv; (3) 44,725,000 tv sets in use in U. S.

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

DOMINATES

FOR 14 STRAIGHT MONTHS

THE LATEST SEPT.-OCT. PULSE PROVES IT AGAIN!

STATION		SHARE OF AUDIENCE
WTVR Mon.-Sat.: 6 PM-12 Mid.	=	**39**
STATION "B" Mon.-Sat.: 6 PM-12 Mid.	=	32
STATION "C" Mon.-Sat.: 6 PM-12 Mid.	=	29

DOMINANT IN HOMES REACHED

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT

SEE NIELSEN COVERAGE SURVEY #2

DOMINATE IN RESULTS

BY CALLING ANY BLAIR TV OFFICE

OR WILBUR M. HAVENS Elgin 5-8611

WTVR—RICHMOND, VA.

a standing offer of a night out for the 16 employes if sales topped a certain level. As a result of the WLW promotion, sales established an all-time record for one day, and employes got their evening out at the Beverly-Hills, a night club-restaurant near Cincinnati.

WLW was also credited with an increase in business by a Cincinnati department store. McAlpin's department store and its agency, Robert Acomb Adv., initiated the idea of using a remote dj show to increase traffic in the store's teen department. Every Saturday afternoon, a teen-age crowd averaging 150 attends a two-hour record hop in the store. Dance music is provided by a remote of WLW's *Bob Braun Show*. Bob Tyler, merchandising manager of McAlpin's, reports that traffic and sales have increased since the inauguration of the show.

CREDIT REPORT • Talman Federal Savings & Loan Assn., Chicago, credits the use of radio—and particularly the sponsorship of good music on fm—for a good share of its growth and community acceptance. (In September the neighborhood organization reported assets in excess of $200 million.)

Talman spends about 50% of its overall advertising budget in radio, 12% in tv, spreading its allocations on WMAQ, WGN,

LATEST RATINGS

NIELSEN

TOP NETWORK PROGRAMS

Tv Report for Sept. 22-Oct. 5

Total Audience†

Rank		No. Homes (000)
1.	*World Series* (Sat.)	22,166
2.	*DuPont Show of the Month*	17,798
3.	*Gunsmoke*	16,356
4.	*World Series* (Wed. & Thurs.)	15,862
5.	*Ed Sullivan Show*	15,615
6.	*Steve Allen Show*	14,420
7.	*Perry Como Show*	14,379
8.	*Ford Show*	14,255
9.	*I've Got a Secret*	14,049
10.	*GE Theatre*	13,967

Rank		% Homes *
1.	*World Series* (Sat.)	54.6
2.	*DuPont Show of the Month*	45.1
3.	*Gunsmoke*	41.1
4.	*World Series* (Wed. & Thurs.)	39.0
5.	*Ed Sullivan Show*	38.9
6.	*Steve Allen Show*	36.0
7.	*Perry Como Show*	35.9
8.	*Alfred Hitchcock Presents*	35.5
9.	*Ford Show*	35.2
10.	*I've Got a Secret*	35.1

Average Audience‡

Rank		No. Homes (000)
1.	*Gunsmoke*	15,656
2.	*World Series* (Sat.)	15,120
3.	*I've Got a Secret*	13,019
4.	*Ford Show*	12,772
5.	*GE Theatre*	12,690
6.	*Twenty-One*	12,236
7.	*Alfred Hitchcock Presents*	12,195
8.	*Ed Sullivan Show*	11,866
9.	*You Bet Your Life*	11,783
10.	*The Lineup*	11,783

Rank		% Homes *
1.	*Gunsmoke*	39.3
2.	*World Series* (Sat.)	37.2
3.	*I've Got a Secret*	32.5
4.	*GE Theatre*	31.8
5.	*Ford Show*	31.6
6.	*Alfred Hitchcock Presents*	31.4
7.	*Twenty-One*	30.7
8.	*Ed Sullivan Show*	29.5
9.	*The Lineup*	29.5
10.	*Have Gun, Will Travel*	29.4

Tv Report for Oct. 6-19

Total Audience†

Rank		No. Homes (000)
1.	*World Series* (Sun.)	21,877
2.	*75th Anniversary Show*	19,446
3.	*Edsel Show*	19,158
4.	*World Series* (M-W-Th)	18,375
5.	*Ed Sullivan Show*	17,098
6.	*Gunsmoke*	16,768
7.	*Perry Como Show*	16,233
8.	*Playhouse 90*	15,532
9.	*Bob Hope Show*	15,450
10.	*Pinocchio*	14,502

Rank		% Homes *
1.	*World Series* (Sun.)	53.9
2.	*75th Anniversary Show*	48.3
3.	*Edsel Show*	48.2
4.	*World Series* (M-W-Th)	45.2
5.	*Ed Sullivan Show*	42.8
6.	*Gunsmoke*	42.2
7.	*Perry Como Show*	40.5
8.	*Playhouse 90*	39.4
9.	*Bob Hope Show*	38.9
10.	*I've Got a Secret*	36.0

Average Audience‡

Rank		No. Homes (000)
1.	*World Series (Sun.)*	16,274
2.	*Gunsmoke*	16,150
3.	*Edsel Show*	15,285
4.	*Ed Sullivan Show*	13,637
5.	*I've Got a Secret*	13,431
6.	*Danny Thomas Show*	13,143
7.	*$64,000 Question*	13,019
8.	*Bob Hope Show*	12,854
9.	*Ford Show*	12,566
10.	*Perry Como Show*	12,401

Rank		% Homes *
1.	*Gunsmoke*	40.6
2.	*World Series (Sun.)*	40.1
3.	*Edsel Show*	38.5
4.	*Ed Sullivan Show*	34.2
5.	*I've Got a Secret*	33.5
6.	*Danny Thomas Show*	32.8
7.	*Bob Hope Show*	32.3
8.	*$64,000 Question*	32.3
9.	*Red Skelton Show*	31.1
10.	*Perry Como Show*	30.9

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for October

Rank		Ratings
1.	*Gunsmoke*	40.3
2.	*Perry Como*	38.9
3.	*$64,000 Question*	37.9
4.	*I've Got a Secret*	36.3
5.	*Ernie Ford*	35.5
6.	*You Bet Your Life*	34.7
7.	*Twenty-One*	34.6
8.	*Red Skelton*	33.0
9.	*What's My Line?*	32.6
10.	*This Is Your Life*	32.4
Special Attractions		
	The Edsel Show	45.4
	Pinocchio	34.6
	75th Anniversary	33.2
	World Series	30.1

Rank		Viewers
1.	*Perry Como*	45,530
2.	*Gunsmoke*	41,130
3.	*I've Got a Secret*	34,290
4.	*Ernie Ford*	34,250
5.	*$64,000 Question*	33,490
6.	*You Bet Your Life*	31,520
7.	*Twenty-One*	30,950
8.	*Wyatt Earp*	29,700
9.	*Danny Thomas*	29,490
10.	*Red Skelton*	28,690
Special Attractions		
	The Edsel Show	53,050
	Pinocchio	42,340
	75th Anniversary	38,590
	World Series	28,580

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen (NBC-130): participating sponsors, Sun. 8-9 p.m.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

DuPont Show of the Month (CBS-no available figures): DuPont (BBDO), Sun. 9-10:30 p.m. Sept. 29.

Edsel Show (CBS-no figures available): Edsel, (FC&B), Sun. 8-9 p.m. Oct. 13.

Ernie Ford Show (NBC-182): Ford (JWT), Thurs. 9:30-10 p.m.

GE Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R) alternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-145): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Bob Hope Show (NBC-139): U. S. Time Corp. (Peck), Sun. Oct. 6, 9-10 p.m.

I've Got A Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

The Lineup (CBS-162): Brown & Williamson Tobacco Corp. (Bates), Procter & Gamble (Y&R) alternating, Fri. 10-10:30 p.m.

Playhouse 90 (CBS-134): participating sponsor, Thurs. 9:30-11 p.m.

Pinocchio (NBC-182): Rexall (BBDO), Sun. 6:30-7:30 p.m. Oct. 13.

$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.

Red Skelton Show (CBS-190): Pet Milk (Gardner), S. C. Johnson & Son (FC&B) alternating, Tues. 9:30-10 p.m.

Standard Oil 75th Anniversary Show (NBC-162): Standard Oil (M-E), 9-10:30 p.m. Sun. Oct. 13.

Ed Sullivan (CBS-174): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.

This is Your Life (NBC-138): Procter & Gamble (Benton & Bowles), Wed. 10-10:30 p.m.

Danny Thomas Show (CBS-158): General Foods (Benton & Bowles), Mon. 9-9:30 p.m.

Twenty-One (NBC-150): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

What's My Line? (CBS-157): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

World Series (NBC-211): Gillette (Maxon), Oct. 2, 3, 5, 6, 7, 9, 10.

Wyatt Earp (ABC-103): General Mills (D-F-S) Procter & Gamble (Compton), Tues. 8:30-9 p. m.

You Bet Your Life (NBC-177): DeSoto (BBDO), Toni (North) alternating, Thurs. 8-8:30 p.m.

Here's the Christmas package for you!

You've got your holiday audiences all tied up, if you program these year-after-year Christmas favorites:

STAR IN THE NIGHT, Academy Award winner as the best short subject of the year, brings the age-old tale of the Three Wise Men right up to date.

SILENT NIGHT, story of the birth of a great Christmas song, has brought overwhelming audience response for its sponsors four Christmases in a row.

A CHRISTMAS CAROL, Charles Dickens' beloved Christmas classic starring Alastair Sim as "Scrooge," has been called by many the holiday picture of all time!

THE EMPEROR'S NIGHTINGALE, narrated by child-charmer Boris Karloff, is by far the most unusual and enchanting puppet picture ever filmed.

Don't wait another day to reserve any or all of these proven Christmas attractions .Prints are always in short supply by December. Write, wire or phone.

a.a.p. inc.

Distributors for Associated Artists Productions Corp.

345 Madison Ave., MUrray Hill 6-2323 **NEW YORK**
75 E. Wacker Dr., DEarborn 2-2030 **CHICAGO**
1511 Bryan St., RIverside 7-8553 **DALLAS**
9110 Sunset Blvd., CRestview 6-5886 **LOS ANGELES**

"STAR in the NIGHT"
"Silent Night"
"a Christmas Carol"
Charles Dickens' Joyous Classic!
The EMPERORS NIGHTINGALE

Delivering
MORE
MORE
MORE
on channel 4
WWL Television
channel 4

Your Katz Representative
will tell you more
about channel 4

WWL TV

NEW ORLEANS CBS IN THE CRESCENT CITY

WBKB (TV) and WNBQ (TV), all Chicago. But perhaps its biggest prestige package is its 3½-hour *Early Morning Program* of good music on WFMT (FM), Chicago "fine arts" station.

Talman first turned to fm last April, found over a half million sets in the Chicago area and a sizable acceptance of WFMT. Ordinarily, according to Jonathan Pugh, Talman vice president and comptroller, it takes about a year to evaluate results from any radio campaign. In the case of the WFMT campaign, results have been tangible since last April, in the form of requests for new savings accounts and praise for sponsoring a good music program.

Spears Gets New Post at Lever

Robert G. Spears, marketing vice president of the foods division of Lever Bros. Co., New York, last week was named to assume senior staff responsibilities for the company's corporate activities and interest in the food industry. Robert McDonald, merchandising manager of Lever's Good Luck division since 1950, has been named to succeed Mr. Spears with the title of general manager of the foods division.

Muench Shuts Down Agency

C. Wendel Muench & Co., Chicago, is ceasing agency operation effective Jan. 1, 1958, and Mr. Muench is joining Henri, Hurst & McDonald, same city, in an executive capacity. Muench agency had billed about $1.5 million, handling Consolidated Foods Corp., Fox Deluxe foods, Monarch Brewing Co., and other accounts, some of them radio-tv advertisers, which Mr. Muench brings to HH&M, along with a half-dozen staff people. Mr. Muench reportedly joins as a vice president.

A&A SHORT

BBDO, N. Y., announces further expansion of its General Mills account with assignment of four new products: Lemon Custard Angel Food mix, Cream Puff mix, Cocoanut Macaroon mix and Chocolate Macaroon mix. Products will be introduced on CBS-TV's *Burns and Allen Show, Garry Moore Show, Beat the Clock* and *The Verdict is Yours.*

AGENCY APPOINTMENTS

Puget Sound & Columbia River Salmon Packers appoints Cole & Weber, Seattle, to conduct campaign on advantages of serving canned salmon.

Transcontinent Television Corp. (WGR-AM-TV Buffalo, WROC-TV Rochester and WSVA-AM-TV Harrisonburg, Va.) appoints Weston Co., N. Y., for its corporate and station advertising.

McFadden & Eddy Assoc., Hollywood, appointed to handle public relations and publicity for KHJ-AM-TV Los Angeles.

U. S. Borax & Chemical Corp., 20 Mule Team Products Div., appoints McCann-Erickson Inc., L. A. office.

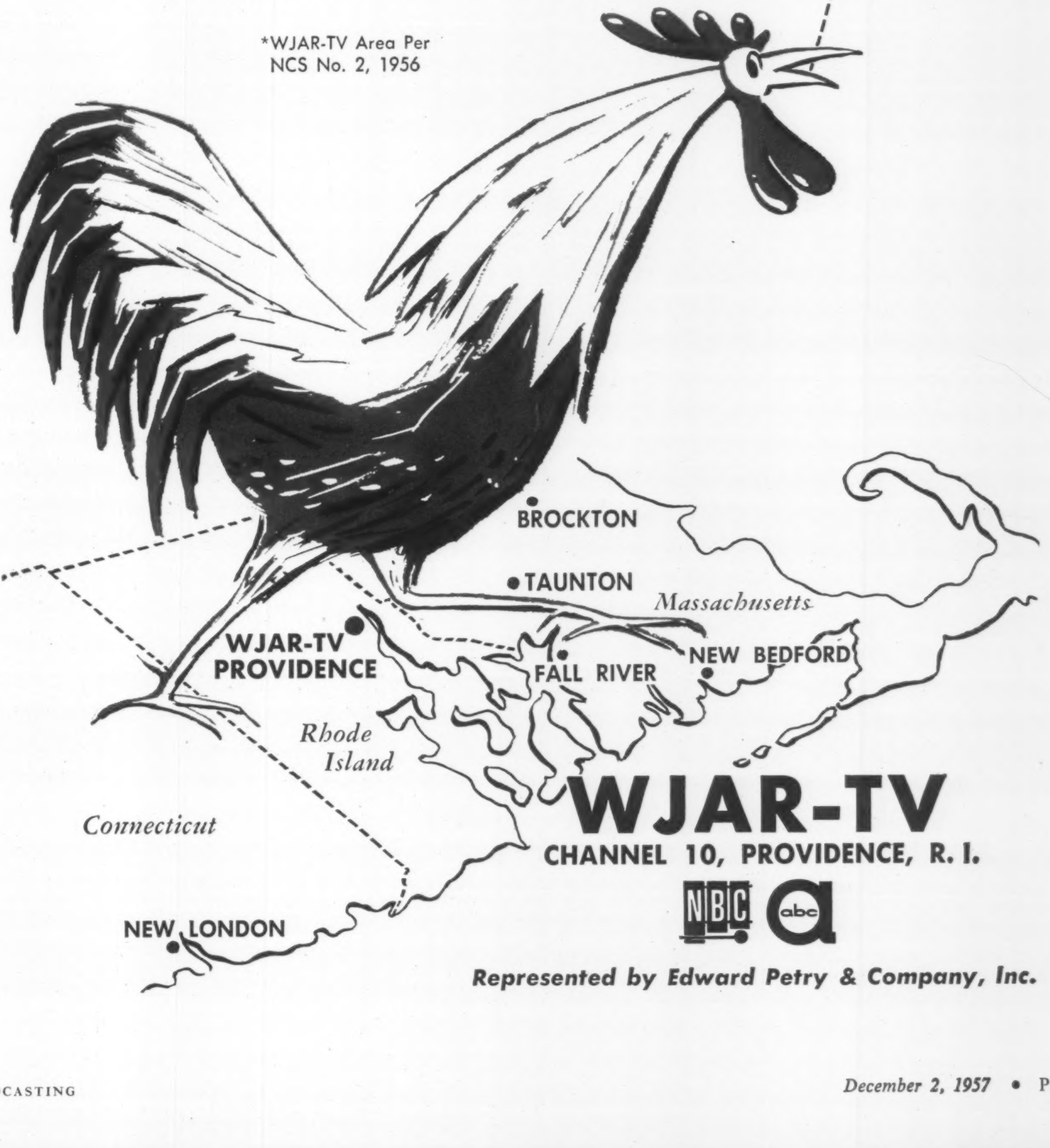
You Can't Sell 'Em If You Don't Reach 'Em

and WJAR-TV Reaches More Of 'Em in The Providence Market

SUMMARY DATA*

CALL LETTERS	TELEVISION HOMES	MONTHLY COVERAGE	WEEKLY COVERAGE
WJAR-TV	1,186,410	593,890	539,130
STATION B	706,140	448,390	430,370

*WJAR-TV Area Per NCS No. 2, 1956


BROCKTON
TAUNTON
Massachusetts
WJAR-TV
PROVIDENCE
FALL RIVER
NEW BEDFORD
Rhode Island
Connecticut
NEW LONDON

WJAR-TV

CHANNEL 10, PROVIDENCE, R. I.

NBC abc

Represented by Edward Petry & Company, Inc.

BROADCASTERS RALLY TO HOLD OFF POACHERS IN TV, FM FREQUENCIES

- **Tv changes should await TASO results, say radio-tv people**
- **FCC receives 150 papers in study of 25-890 mc radio band**

Broadcasters presented a solid front on maintaining both television and fm bands, while non-broadcasting entities pecked at some of both areas in comments filed last Monday in the current FCC study of spectrum usage between 25 and 890 mc. More than 150 documents were filed.

The single point made by broadcasters is that the Commission should make no change in the present television bands until the results of the research being carried out by the Television Allocation Study Organization are released. This is expected about July 1, 1958.

There was also unanimity that the fm band should be kept inviolate.

The spectrum study was ordered by the FCC earlier this year and is considered a first step in determining the present and future uses of the radio spectrum between 25 mc and 890 mc, in preparation for the 1959 Geneva Telecommunications Conference. In this region are fm, television and broadcast pickup bands. Fm runs from 88 mc to 108 mc; tv from 54 mc to 216 mc for vhf, and from 470 mc to 890 mc for uhf. Pickup bands are 450-451 mc and 455-456 mc.

Motorola Inc., Chicago equipment manufacturer of communications including radio and tv receivers, made the boldest suggestion when it said in its 100-page comment that 450-890 mc is "best suited" for urban mobile radio.

Petroleum Equipment Suppliers Assn. asked for part of the 88-108 mc band for its uses, as did the American Petroleum Institute. The latter also said that 45-500 mc was ideal for mobile service, and asked to share the 470-890 mc area.

The American Telephone & Telegraph Co. and the U. S. Independent Telephone Assn. both displayed keen interest in 60-500 mc and 450-460 mc for broad band mobile communication services. The Hawaiian Telephone Co. asked for a point-to-point assignment immediately below 890 mc if the FCC cannot assign 890-940 mc for this purpose.

Aeronautical Radio Inc., American Iron Ore Assn. and National Bus Communications Inc. all made various proposals to improve mobile services by recommending assignments from 450 mc and up.

The American Rocket Society complained that the FCC had made no real provision for radio communication in outer space and suggested an allocation below 200 mc for mobile units, and 400-600 mc for long range activity.

Other non-broadcast comments came from an assortment of users and potential users, including American Radio Relay League, Southern Railroad Co., City of San Francisco, Academy of Model Aeronautics, Aeronautical Flight Test Radio Coordinating Council and the Society of the Plastics Industry.

The following comments set forth broadcasters' positions:

National Assn. of Radio & Television Broadcasters, besides urging the Commission to put off the entire inquiry until TASO produces the results of its research, also observed: the need for fm protection; adequate frequencies for remote pickup purposes for on-the-spot live broadcasting, and that recent technical improvements in mobile radio may facilitate even greater use within the current assignments for some of those services.

NARTB showed particular concern for fm and its future, which the group believes may be bright if left alone. It added that many daytime-only am stations utilize fm to continue community service at night.

As for tv itself, NARTB said a proper allocation of space, as well as a sufficient supply, is vital for the 493 stations on the air as of Nov. 18, 1957. It said there are some 42 million tv sets in the hands of the public, which is entitled to the best service possible. Because of these and other considerations, NARTB feels that any allocation or reallocation decisions will be of considerable importance and should be made by FCC after first reviewing TASO's contributions to the problems. Television is very important to the national economy and decisions taken regarding its livelihood should be made only after securing the best possible advice, NARTB added.

CBS, which stressed the importance of coordinating the 25-890 mc inquiry with TASO studies, said that "extreme care" should be used before anyone tampers with the fm (88-108 mc) band. Otherwise, CBS warned, the FCC might jeopardize the medium's full potential. CBS also wants to have current remote-pickup assignments kept intact.

NBC was firm on this subject, and described two of the remote pickup frequencies (450-51 and 455-56 mc) as "the most useful of all the frequencies assigned for [this] use." NBC said these frequencies have superior qualities to fill in shadow areas, and pointed out that NBC has some 40 stations operating in these two bands.

The network agreed to Commission proposals to allocate six 30 kc channels in the 160 mc band for remote pickup, but not as a substitute for the two in the 450 mc band.

Regarding the latter, NBC said it is willing to drop half of the 455-56 mc space at 50 kc channel widths, but it wants all of 450-51 mc and retention of current 100 kc channel widths there. But the network's main position regarding the entire inquiry is that the FCC should wait for TASO findings before coming to any allocation conclusions. The Assn. of Maximum Service Telecasters Inc. already has taken the same position [GOVERNMENT, Nov. 25].

AB-PT thinks "no significant reallocations" between 25-890 mc should take place until the FCC finally decides whether to move all or most of tv to uhf or make it all vhf. Either way, the network noted, space then would be released for other services. Meanwhile, AB-PT is against the Commission distributing the current 70 uhf channels which should be encouraged and not allowed to go by "default." Otherwise, the network regards the inquiry as premature.

MBS called for maintainance of the fm bands with preservation of the current 200 kc channel-width rule and wants no channel sharing with other services. The network stated that this is a critical period for the 533 on-the-air fm stations and the 82 others either in the construction or planning stage, not to speak of the 15-odd-million set owners who depend on true high fidelity.

Fm station concern for possible encroachments in the 88-108 mc band was representative, and came from all over the country with supporting correspondence from good music lovers. Fm Unlimited's petition was typical. It asked the FCC for public hearings on any attempts to move into fm space, saying that it is vital that present assignments remain intact. So did Fm Broadcasters Inc., representing 118 fm outlets and others. These groups believe that any change just now might deprive fm of an opportunity to grow during what they believe to be a crucial year of its existence.

KRHM-FM Los Angeles told the FCC that "any change would violently unsettle the stability so essential to fm at this critical time of [its] resurgence." Some of the protesting fm stations included WFMB-FM Nashville, Tenn., WASH-FM Washington, D. C., WXHR-FM Boston, WQXR-FM New York, WFIL-FM Philadelphia and affiliates, KMLA-FM Los Angeles, WPIC-FM Sharon, Pa., and others.

The Rural Radio Network, Ithaca, N. Y., with several up-state fm interests, said RRN might have to discontinue its farm network operations if the FCC narrows fm space or channel widths. It added that fm is progressing swiftly, and the FCC should do nothing to hurt it. The Arrowhead Network, with three fms in Wisconsin and Minnesota, also plead for no tampering with presently used bands. And the Institute of High Fidelity Manufacturers Inc. commented that fm cannot be relocated in a different band without incurring tremendous costs to all concerned.

Several tv stations commented that since, at this point, separate proposals have yet to be advanced to adversely affect their interests, they enter their appearances as interested parties.

They include: WSAU-TV Wausau and WFOX-TV Milwaukee, both Wis.; KMGM-TV Minneapolis; WICC-TV Bridgeport, Conn.; WKNX-TV Saginaw-Bay City, Mich., and WENS (TV) Pittsburgh.

KWRB-TV Riverton, Wyo.; WKDN-TV Camden, N. J.; Tennessee Tv Inc., applicant for ch. 10 Knoxville; WMCN (TV) Grand

At work . . . . . at home . . . . . at play

Omnipresent, ubiquitous radio!
And now Pulse scores another
important big plus . . . .

"NETWORK RADIO"

◉ *First "Network Radio"*

was published only last week. Reporting total attention to radio, a whopping total becoming more so! The American Marketing Association honored Pulse pioneering which as far back as '47 correctly measured total "out-of-home" additive to "in-home." Better subscribe for "Network Radio" now! To be published monthly.

Rapids, Mich.; KTAG-TV Lake Charles, La.; KSIX-TV Corpus Christi, Tex.; WJHL-TV Johnson City, Tenn.; KBMT (TV) Beaumont, Tex.; WPTT (TV) Augusta, Me.; KOVR (TV) Stockton, Calif.; WFRV-TV Green Bay, Wis.

Tampa Telecasters Inc., applicant for ch. 10 Tampa; WEAL-TV Orlando, Fla.; KBTV-TV Denver; WTHI-TV Terre Haute, Ind., and KLIX-TV Twin Falls, Idaho.

KING-TV Seattle, Wash.; KGW-TV Portland, Ore.; KOPR-TV Butte, Mont.; KFSA-TV Ft. Smith, Ark.; KLRJ-TV Las Vegas; KOLO-TV Reno; WPFA-TV Pensacola, Fla.; Massachusetts Bay Telecasters Inc., applicant for ch. 5 Boston; Tele-Views News Co., applicant for ch. 8 Moline, Ill.

WTOK-TV Meridian, Miss.; Television For New Hampshire Inc., applicant for ch. 9 Manchester, N. H.; WFTV (TV) Duluth, Minn.; WWLP (TV) Springfield, Mass.; WCHB-TV Harrisburg, Pa.; KXYZ-TV Houston; WJMR-TV New Orleans; WICS (TV) Springfield, WCHU (TV) Champaign and WSIL-TV Harrisburg, all Illinois; KLTV (TV) Tyler-Longview, Tex.; WKRG-TV Mobile, Ala.; KOA-TV Denver; WBMG (TV) Birmingham, Ala., and KHVH-TV Kaiser Hawaiian Village, Hawaii.

Also interested in the proceedings: KBET-TV Sacramento, Calif.; WSEE (TV) Erie, Pa.; KFEQ-TV St. Joseph, Mo.; WTWV (TV) Tupleo, Miss.; WTVO (TV) Rockford, Ill.; KHSL-TV Chico, Calif.; KVOS-TV Bellingham, Wash.; WTVP (TV) Decatur, Ill.; WHEN-TV Syracuse, N. Y.; KCMO-TV Kansas City, Mo.; KPHO-TV Phoenix; WKLO-TV Louisville, Ky.; WOW-TV Omaha.

KOSA-TV Odessa, Tex.; KCOR-TV San Antonio, Tex.; KMTV-TV Omaha; Pacific Broadcasters Inc., applicant for ch. 37 Delano, Calif.; WNOA-TV Raleigh, N. C.; WCBF-TV Rochester, N. Y.; WRLP (TV) Greenfield, Mass.; WTVR (TV) Richmond, Va.; KOOK-TV Billings, Mont.; Port City Tv Inc., applicant for ch. 18 Baton Rouge, La.; WPTV (TV) West Palm Beach; WCTV (TV) Thomasville, Ga.; WTLM (TV) Laurel, Miss., and others.

National Assn. of Educational Broadcasters advised the Commission that there is no evidence to justify overturning previous and "carefully reasoned" decisions to reserve various channels for the "high purpose" of educational tv.

Joint Council on Educational Television said "very worthwhile use is being made by educational interests of the channels, both vhf and uhf, which the Commission has reserved for educational tv stations." JCET believes that these frequencies should remain available for that use.

The broadcast section of Electronic Industries Assn. "highly" recommended "no drastic changes" until release of the TASO studies. It added that the merits of an over-all EIA reallocations study are being investigated.

EIA also thinks there is a real need in the tv industry for "a contiguous portion of the spectrum somewhere in the vhf and/or uhf frequencies." But it conceded such a program also would require an over-all study of all spectrum requirements.

NECESSARY INVENTION

Television sponsors, who may worry in odd moments over circulation losses through attachment of receivers for bad debts, can take heart from a decision in a District of Columbia municipal court. Judge Andrew J. Howard refused to let a creditor attach a used tv set because it was deemed the cheapest form of entertainment for the family involved. He called a modestly priced second-hand set a reasonable and necessary expenditure. (Radio receivers were added to beds and other items on the D. C. list of non-attachables some time ago.)

EIA supported broadcasters by calling for a status quo in current assignments and commented on the need to protect fm.

Dage Television, manufacturer of video equipment for broadcasters and non-broadcasters, among other requests, said it is time the FCC resolve whether tv can effect a better use of uhf, and also, whether fm should retain its present frequencies.

FTC Installs Sets, Equipment For Its Ad Monitoring Unit

The Federal Trade Commission's year-old radio-tv monitoring unit has installed radio-tv receivers in its Washington headquarters. Kinescope and recording equipment is expected to be ready for use in a week, a spokesman says.

The six-man unit, headed by T. Harold Scott, legal radio-tv adviser in the bureau of investigation, until now has been relying on staffers' own equipment, both in Washington and in its eight field offices. Field monitoring will continue to be handled this way, the FTC said.

Items in the monitor unit headquarters include a powerful radio receiver in addition to the tv receiver-kinescope system. The unit also will add new two-speed tape units to supplement the old playback and film projection gear regularly used in the FTC's continuing ad survey of copy in all media, the agency explained.

Radio-tv monitoring has settled down into a pattern of following up listener-viewer complaints exclusively. Staffers do not scout the airways for advertising violations but have found that checking leads fed the FTC by the public keeps them busy the agency said.

KAUS Drops Protest on Am Bid

A complaint of possible economic injury, against am applicant KQAK Austin, Minn., was dropped when the resident protesting station, KAUS Austin, refused "to the last" to produce its books.

KAUS had told the FCC that the arrival of KQAK would be harmful to its own economic security. KQAK promptly insisted that KAUS divulge financial information proving this. KAUS withdrew, but still wants the FCC to look into the possibilities of interference and violation of the Commission's rule which, with exceptions, requires an applicant to serve at least 90% of the population within its normally protected contour.

Barrow Answers Attacks By CBS Inc. Officials

The author of the controversial "Barrow Report" on network practices mildly chastised two CBS officials last week for their criticisms of its findings and recommendations.

Roscoe L. Barrow, head of the special FCC Network Study Staff, deviated from his prepared speech at Chicago's Broadcast Adv. Club to comment indirectly on views by Dr. Frank Stanton, CBS president, and Richard S. Salant, general vice president of CBS Inc.

"Stray shots have fallen here and there," Dean Barrow noted, alluding to the criticisms, "but the next salvo is on the way—from a friendly vessel." Dean Barrow probably alluded to still unfinished business—a second study on certain programming aspects, which will provide the basis for a supplementary report by FCC's new Network Study Office on program producers-distributors.

Dean Barrow said that while the report was "pre-Sputnik," it recognizes the network role in times of national emergency and that the appearance of the Russian satellites merely helped emphasize this recognition. Last month Dr. Stanton stressed this role and warned that the Barrow recommendations, if adopted, would pose a serious threat to U. S. security.

Specifically, Dr. Stanton told the Radio-Television News Directors Assn. convention: "The cumulative effect of the recommendations . . . whatever their intent . . . could so weaken networking that it would be economically impossible to sustain informational activities at the present level—let alone respond with better organization and better technical facilities to the new demands of a missile age" [NETWORKS, Nov. 18].

Mr. Salant's view, given during a KNXT (TV) Los Angeles advertising course, was that networks could scarcely be expected to clear time for a "three-station hookup" any more than a national magazine could sell coverage in one city. He also contended that network option time constitutes a "very thin thread" between a network and its affiliate [NETWORKS, Nov. 25]. His remarks also drew rejoinders from Dean Barrow:

"It is not realistic to say, on the one hand, there is such a 'thin thread' on option time and to say, on the other, that it is so necessary you can't have a network without it," he asserted.

"The inference that the recommendations on must-buys would lead to a "three-station hookup' also is unrealistic," Dean Barrow said, adding that he hoped the industry and public would evaluate these

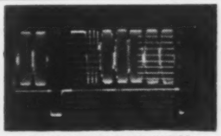
THEY'RE CHECKING VIDEO EVERYWHERE

WITH THE FAMOUS TELECHROME INCORPORATED

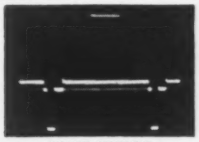
Model 1003-B

PORTABLE VIDEO TRANSMISSION TEST SIGNAL GENERATOR

★ Completely self contained ★ Portable ★ Multi-frequency burst ★ Stairstep ★ Modulated stairstep ★ White window ★ Composite sync ★ Regulated power supply.

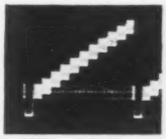


MULTI-FREQUENCY BURST AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.



WHITE WINDOW

LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.

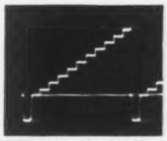


STAIRSTEP SIGNAL modulated by crystal controlled 3.579 mc for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.

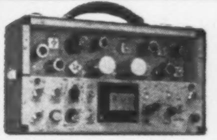
Model 1003-C includes variable duty cycle stairstep (10-90% average picture level).

Model 608-A HI-LO CROSS FILTER for Signal analysis.

MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.



MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.



1004-A VIDEO TRANSMISSION TEST SIGNAL RECEIVER for precise differential phase and gain measurements. Companion for use with 1003-B.

1521-A OSCILLOSCOPE CAMERA—Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.

TELECHROME INCORPORATED

DELIVERY 30 DAYS

Literature on the above and more than 100 additional instruments for monochrome and color TV by TELECHROME are available on request.

The Nation's Leading Supplier of Color TV Equipment

28 Ranick Drive Amityville, N. Y.
Lincoln 1-3600

TWO'S NOT COMPANY

When your announcement is aired back to back with another announcement two's not company and three's most definitely a crowd. To get the proper impact your announcement should stand alone. Demand adequate separation . . . Stamp Out Multiple Spotting.

GUARANTEED SEPARATION
All Announcements Will Be Separated From . . .
1. All other commercial announcements by time for one complete musical selection.*
2. All competitive announcements by at least 15 minutes.
*Except 10 second, quarter-hourly time signals.
STAMP OUT MULTIPLE SPOTTING

This is not a new policy with WOLF. It is the proven sales formula that has brought in consistent renewals through the years from pleased clients representing top national advertisers.

We never had it so good—why spoil it.

RATING for RATING . . .
RATE for RATE
in CENTRAL NEW YORK it's—WOLF

National Sales Representatives
THE WALKER COMPANY

SYRACUSE, N.Y.

"various statements" and others "which will be bandied about" in the weeks ahead.

Speaking of broadcasting generally, Dean Barrow felt the "industry grew up under regulations which were not designed for it" and that this "should be remedied." The FCC Network Study Staff's desire to be "truly objective was attempted and achieved," he added.

Dean Barrow emphasized throughout his talk, however, that the industry—networks, stations and program producers-distributors —is excellent and a "distinct public service."

He reviewed his group's "study of network broadcasting," giving BAC delegates a condensed version of its history, approach, findings and recommendations. If adopted, the report would place networks under direct FCC regulation, prohibit option time and must-buy station lineups, impose controls over rate-making, tighten multiple-ownership rules and require networks to make public all affiliation agreements and proposals and to place their programs on non-affiliated stations along with other restrictions and provisions for so-called "sanctions" [LEAD STORY, Oct. 7].

The report is now before the FCC Network Study Committee, which will discuss its conclusions and recommendations with the full Commission and perhaps submit them with the Barrow Report to the Senate Interstate & Foreign Commerce Committee early in the next session of Congress.

Whitehall Defends Ad Claims At Resumed Hearing by FTC

Whitehall Pharmacal Co., New York, opened its defense of Infrarub and Heet (muscle-rub, liniment) commercials and newspaper advertisements at resumed Federal Trade Commission hearings Nov. 21 in Philadelphia. The Whitehall case was one of the first three complaints developed by the FTC radio-tv monitoring unit charging false and misleading advertising [AT DEADLINE, April 1, *et seq.*].

To answer a government allegation of exaggerated claims, Whitehall called arthritis specialist Dr. Abraham Cohen to describe tests with the products. Dr. Cohen, a teacher at Jefferson Medical College in Philadelphia and author of medical journal articles on arthritis, said a large percentage of patients treated with the products got relief from pain for more than two hours, substantiating a Whitehall copy claim. The witness was cross-examined by government counsel.

Hearings are expected to resume in Washington in a month, when Whitehall is expected to call more witnesses to support claims challenged by the FTC. A Whitehall motion to dismiss the complaint at the conclusion of the government presentation Nov. 1 was denied.

Hearings in the monitoring unit's other bellwether case, involving American Chicle Corp.'s Rolaids tv commercials, have been held up while the government does a re-run of a doctors' survey, which was successfully challenged as evidence. Rolaids hearings also are expected to resume next month.

THE PACE IS...
PROGRESS
in the FORT WORTH - DALLAS area
the NATION'S 12TH MARKET

The trend is up and the growth rate is steady. Look at these startling predictions for 1960:*

Tarrant-Dallas County Population	1,522,900
Tarrant-Dallas County Estimated Buying Income	$3,291,088,000
Tarrant-Dallas County Retail Sales	$2,409,432,000

To sell your products in this fast-paced, rapidly-expanding 12th U S Market choose the facilities of WBAP-TV—the first station in the market.

Rates and packages on request.

WBAP-TV — Channel 5

Basic NBC for North Texas

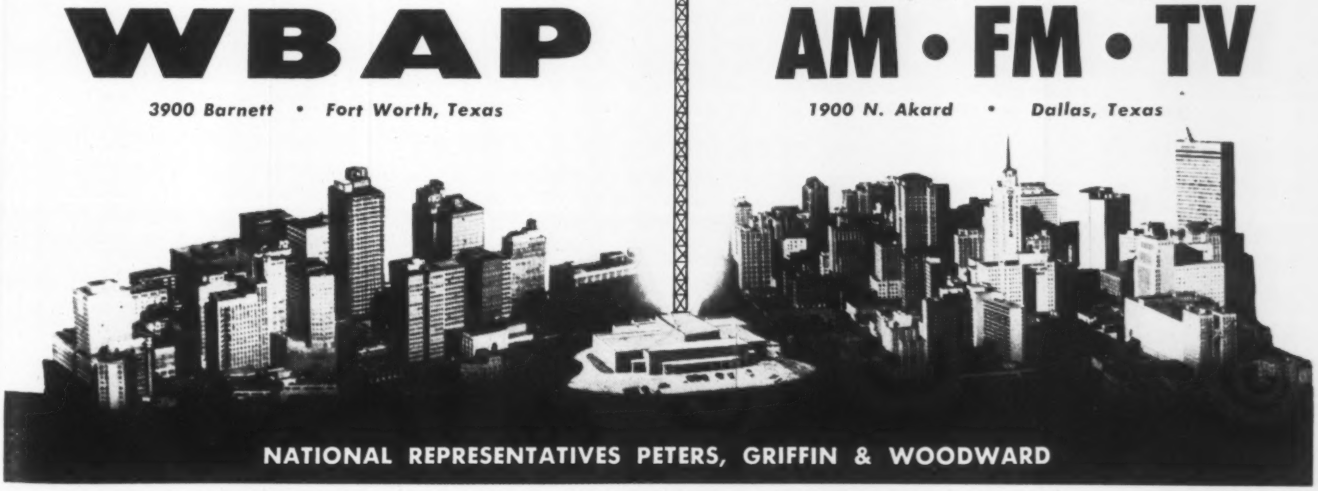
*Source: Sales Management, "Marketing on the Move", Nov. 10, 1957.

WBAP

AM • FM • TV

3900 Barnett • Fort Worth, Texas

1900 N. Akard • Dallas, Texas



NATIONAL REPRESENTATIVES PETERS, GRIFFIN & WOODWARD

FCC 'ROAD SHOW' AIDS STATIONS

- **Commission puts second mobile tv monitor on road**
- **Broadcasters praise assistance provided by units**

A little-known phase of the FCC's operations—one which has given valuable assistance to tv stations in the eastern half of the U. S.—soon will be offering its services to western outlets. This extra dividend to broadcasters is being provided by the Commission's two mobile tv monitoring units.

One of the units has been in operation for over two years. Based at the Laurel, Md., permanent monitoring installation, it is operated by engineer Raymond L. Day and covers the eastern half of the U. S. The second unit, built by Mr. Day and Kenneth V. Preston at Laurel, recently completed a successful shakedown cruise in Pennsylvania, and with Messrs. Day and Preston at the controls, left last week for its home base in Livermore, Calif. The entourage will take a month for the trip, monitoring stations along the way. Mr. Preston will operate the second unit in the West, with Mr. Day returning to his eastern assignment.

The two Commission engineers feel they have the perfect job—one that permits them to spend a majority of the winter in Florida or Arizona, and head for cooler climates, such as Maine or Montana, during the summer. Mr. Day, a bachelor, and Mr. Preston, a widower, have no family problems in their "seasonal" jobs and are quick to admit that, as much as practicable when on the road they can be found where the climate is most suitable.

Each trip averages from 4-5 weeks and the units are on the road approximately 40-50% of the time. They must be at the home base at least half the time, according to Frank M. Kratokvil, assistant chief of the FCC's Field Engineering & Monitoring Bureau and chief of the field operating division, who oversees the units' operations. There is a two-fold reason for this time spent at home: paperwork and the constant checking of equipment to make sure it is absolutely accurate. Messrs. Day and Preston explain it would be somewhat embarrassing to tell a station its video signal was several thousand cycles off and then discover that the mobile unit was at fault. As a result of constant equipment checks, the Commission engineers have not made such an error.

WITH *space at a premium inside the mobile monitors, equipment is mounted at the front end of the truck bed on racks. In the portion of the equipment above (l), the black-and-white monitor is connected to the unit's oscilloscope as the electronic trace pattern of a station is checked. The panel on the right shows an exterior view of one of the units with power cable connected and the detachable antenna in place*

The monitoring units basically are high-priced, elaborate tv receivers built at a cost of approximately $33,000 (including labor) each. Equipment (none of which was designed originally for mobile use) in each unit includes DuMont Model 280 oscilloscope; Tektronix Model 535 wide range oscilloscope; Gertsch Model AM-1 frequency measuring assembly; Hewlett-Packard Model 524-B electronic counter; Hewlett-Packard Model 612-A uhf standard signal generator; Measurements Corp. Model 80 vhf standard signal generator.

Also, Advance Electronics Co. Types 506 and 508 continuously variable RF delay lines; Trad Tv Corp. Model AT-120 RF attenuator; Porarad Model M-200 color video monitor; RCA Model TM-2D monochrome video monitor; Panoramic Radio Corp. Model SA-8 Type T-10,000 spectrum analyzer; Standard Coil Co. vhf-uhf tuners; RCA Type WV 97A vacuum tube volt-ohmmeter; Precision Type 10-54P tube tester; Lambda Model 28-M and 33-M regulated power supplies; National NC-125 receiver; relay rack cabinets and associated shock mounts; air conditioner, and associated smaller electrical items necessary in operating the equipment. Both units are installed on International 1½ ton delivery-type truck chasses.

The FCC lists three reasons why it is "mandatory that the enforcement program be accomplished by means of mobile facilities." They are:

"(1) The tv coverage of monitoring stations is very limited. [The Commission has 18 permanent monitoring stations throughout the country.]

"(2) A number of very expensive instruments are required for tv engineering enforcement. Providing all monitoring stations with this equipment would be too expensive.

"(3) It is essential that engineers who carry out this program be specially trained for this work and that they spend their full time on this activity. Having engineers trained especially for this duty at each monitoring station would not be economically practical."

In the two years the eastern unit has been in operation, Mr. Day has covered from Bangor, Me., to San Antonio, Tex., giving him ample opportunity to "follow the season." He reports the stations have been 100% cooperative to date; he has yet to issue his first citation for a violation.

While not secretive about their operations, Messrs. Day and Preston do not announce their presence to stations prior to the monitoring operation. A unit moves into an area and generally sets up at a motel, or wherever a commercial power supply is available. After monitoring a station, the mobile engineer then will call on the station's chief engineer to discuss any faults.

In many instances, the station engineer and management will make a personal trip to the monitoring unit following the FCC's visit to the station. This proves beneficial, Mr. Day said, in allowing the station's engineer to "see" the imperfections found in his signal. The visit also makes him more receptive to suggestions for improvement or corrections.

Some minor technical fault can be found at every station. Areas in which common errors usually are discovered include "venetian blind" interference between co-channel stations, offset carrier spacing, horizontal, vertical and equalizing pulse rates, vestigal side bands, sound carrier frequency, line frequency, video wave form and phase, black and gray levels with respect to synchronizing pulse levels and spectral distribution.

BROADCASTING watched Mr. Day monitor (informally) a Baltimore station with the newest mobile unit. The station's electronic trace (called the "front and back porch" pictures by engineers) on the oscilloscope was found to be well within Commission requirements, as were other signal components.

"The basic purpose of these mobile monitoring units is to provide for better tv service to the U. S. public," Mr. Kratokvil said. "The units act as a means of enforcement but cooperation with telecasters is our method of operation. Help is given to telecasters but improper conditions also must be corrected."

Both Mr. Kratokvil and his boss, George Turner, chief of the Field Engineering & Monitoring Bureau, point out a valuable, more intangible asset of the field monitors. Many of the smaller tv stations do not have the personnel or equipment essential for complete and thorough checking of the station's operation. The mobile units are able to provide this service.

Individual stations look to the monitoring unit for aid: one station engineer drove 70 miles to see the mobile tv unit in operation and get information to improve the color tv transmissions of his station. After a visit from the mobile unit another station wrote the Commission: "They made a number of helpful suggestions in our operation. We don't know whether they have any reason for citing us, but we will find this out soon, no doubt. However, they were really helpful and courteous. . . . We are actually looking forward to another such visit."

Illustrating the expedients used by some stations which lack proper equipment, one

LET'S FACE IT...

you can't fool the A.B.C.!

Ask any experienced media man. The Audit Bureau of Circulations (more informally known as the ABC) stands for no nonsense when it comes to analyzing one of its members' *paid* distribution.

Other methods of tallying circulation concern themselves primarily with *quantity;* only vaguely with *quality* . . . or with classifying, rechecking, separating haphazard giveaway copies from bona fide subscribers who *pay* for theirs. It's the kind of addition that pays no attention to padding.

Quantity figures may *look* impressive. (A nickel is over twice the size of a dime—but worth only half as much.) There is a vast difference, however, between somebody who gets a free magazine whether or not he wants it, and someone who must spend money to be *sure* he gets it.

This is why membership in the Audit Bureau of Circulation is the truest test of a publication's stature. For the ABC audits and verifies *paid* circulation only . . . does it impartially, strictly without compromise or guesswork. The sleight-of-hand to fool ABC examiners has never been invented.

Of the several business publications that seek to cover the radio and television fields, *only* BROADCASTING can offer you an ABC statement. It verifies a *paid* distribution for BROADCASTING averaging 18,428 copies in the last six-month period audited—which is even more than the paid circulation claimed (in various occult ways) by the other radio-tv magazines combined.

BROADCASTING takes your advertising where you *want* it to go.* The others will assure you that they do, too. The difference is a matter of logic. Since more people *pay* to get BROADCASTING, you can be mighty sure that more people . . . *paying* people . . . are going to read what you have to say. The result is advertising that pays *its* way, too!

BROADCASTING

The Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington, D. C.

a member of the Audit Bureau of Circulations

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* *To the 40 biggest-billing radio-tv agencies, for example? BROADCASTING has over 5,100 paid-for subscriptions in the agency-&-advertiser fields. More than 1,000 key persons are included from the Big 40 that spent nearly one billion dollars in radio-tv last year!*

1 Billion - Dollar Market in
Northern New England
Station Sells It Better!

WCSH-TV in the Portland, Maine
Trading Area

65% of Maine's retail sales dollars and 31% of New Hampshire's are spent in this 13-county market, and . . .

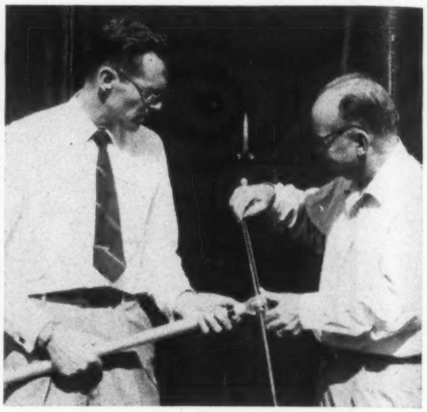
WCSH-TV penetrates more of its 173,152 TV households than competing stations. (NCS #2)

These viewers watch Channel 6 more . . . 329.5 quarter hours out of 420 polled, 83 for No. 2 station, 7.5 for No. 3.
(Pulse area study May 1957)

Ask your Weed-Television man to show you comparative coverage maps recently supplied to him.

WCSH-TV
PORTLAND, MAINE
Planned and Manned for Sales

6



ADJUSTING *the portable antenna for the FCC's newest tv mobile monitoring unit to pick up the signal of a Baltimore station are FCC engineers Raymond L. Day (l) and Kenneth V. Preston.*

station projected its motion pictures on a ground glass plate mounted on a studio wall. The tv camera then was focused on the plate. "The quality of the picture may well be imagined," was the only comment made by the FCC engineer who came across this arrangement.

While in the field, Mr. Day and Mr. Preston are assisted by an engineer assigned to the FCC region in which they are operating. Ghosting and reflection from moving vehicles are chief sources of interference for the field engineers. Another time-consuming and "frustrating experience" for the monitoring personnel is "to search for the small road that leads through a barnyard, forks at a lone pine tree, fords a creek and finally corkscrews up a mountainside . . ." to the station's transmitter. "We often have to call for help," reports Mr. Day.

By their very methods of operation, Messrs. Day and Preston are convincing the station engineer and manager that "we are not just some more bureaucrats sent out from Washington to harass him." As this conviction grows, the mobile units are more and more able to provide mutual benefits to stations and the FCC.

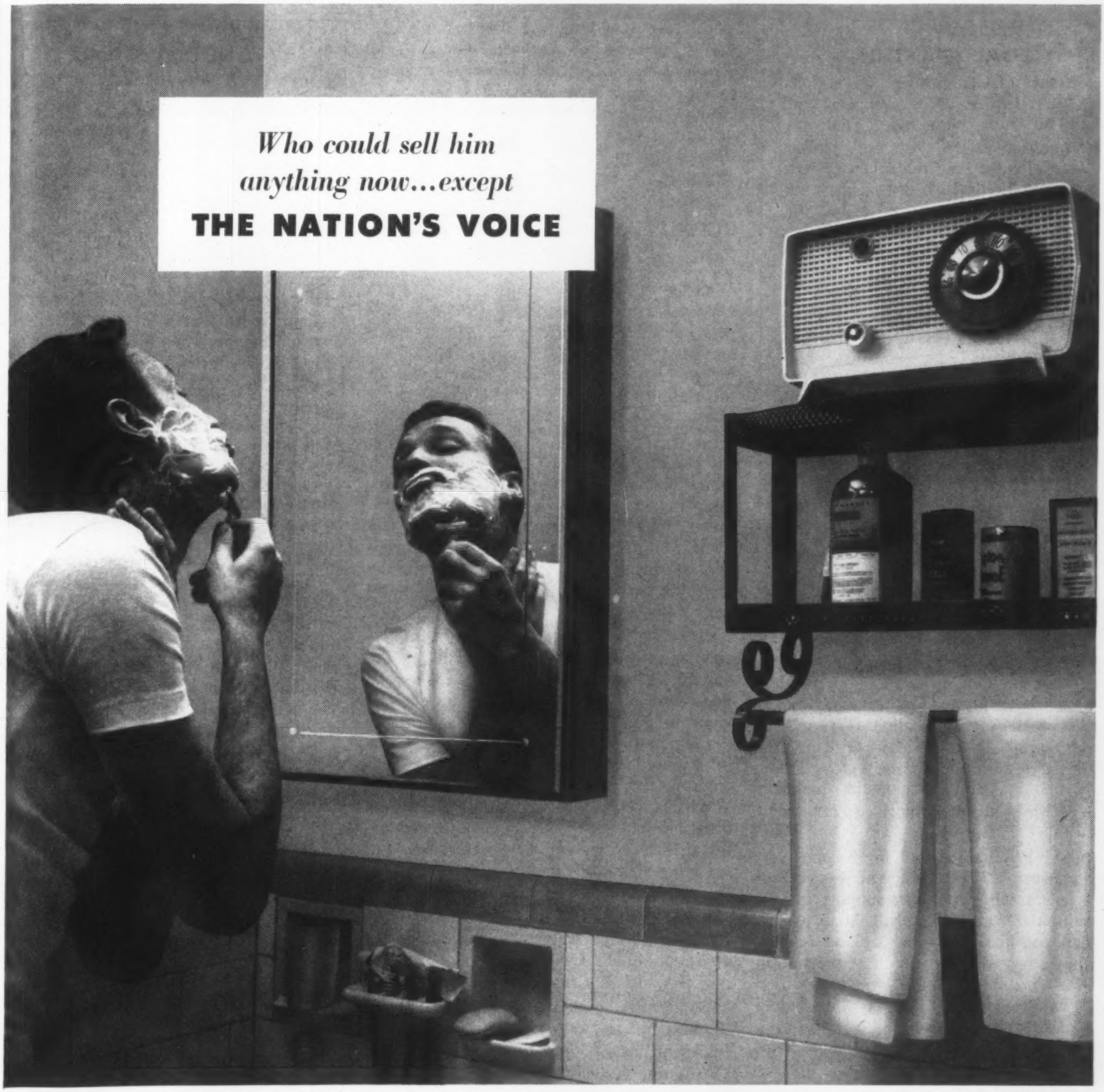
U. S., Mexico Reach Agreement On UHF Assignments Near Border

The U. S. and Mexico last week reached an agreement on a table of allocations for uhf channels in border areas. The agreement, which now goes to the governments of the two countries for ratification, was reached after 1½ weeks of talks at the FCC [At Deadline, Nov. 18] and covers assignments within 200 miles of the border.

No existing U. S. stations will be affected by the agreement but it was indicated some present allocations will have to be changed. Mexico currently is not using the uhf band.

Representing the U. S. in the talks were Comr. Rosel Hyde, James E. Barr, Hart S. Cowperthwait, Bruce S. Longfellow, all of the FCC, and John S. Cross of the State Dept. Sr. Carlos Nunes, Mexican Ministry of Communications & Public Works, was in charge of the Mexican delegation.

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)



"Leading Stations" Strategy Documented by Politz Research

Radio is the constant companion of the American people. It entertains and serves busy Americans no matter where they are—no matter what they are doing.

This unique characteristic of radio has been substantiated through a series of continuing studies conducted by Alfred Politz Research. In addition, Politz has revealed that the radio audience is intensely selective in its choice of stations. The combination of these two facts provide the nucleus of a successful advertising strategy called The Nation's Voice.

Because of this high selectivity on the part of the public, it takes only 48 stations out of 3,000 now broadcasting to put 85% of America's adults within your reach.

The 48 stations comprising The Nation's Voice are located in the important centers of population. They reach the greatest number of adults. They have the listener's trust and confidence—by margins up to ten to one. And these listeners not only hear ... they *heed!*

These facts have been confirmed again and again. There are seven separate Politz studies now available. Five of these present complete data for divergent markets served by individual *great stations.* The sixth, recently released, develops complete data for Upstate New York—served by four *great stations.* Now the latest study, conducted nationwide, adds new detailed information both on radio and on the reach and value of The Nation's Voice strategy.

This strategy is effective for budgets small and large. Whatever you are selling and whatever the appropriation, it will pay you to investigate the sales power of The Nation's Voice. Just call the nearest Christal office.

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL	Baltimore
KOA	Denver
KTHS	Little Rock
WTMJ	Milwaukee
WAPI	Birmingham
WJR	Detroit
KFI	Los Angeles
WHAM	Rochester
WGY	Schenectady
KWKH	Shreveport
WBEN	Buffalo
WTIC	Hartford
WHAS	Louisville
WSYR	Syracuse
WGAR	Cleveland
WDAF	Kansas City
WCKR	Miami
WTAG	Worcester

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

LEGAL QUESTION

If the FCC approves an action, can the Justice Dept. properly attempt to have it put aside? That was the question argued last week before a federal judge in Philadelphia when RCA-NBC moved for dismissal of the government's antitrust suit against the network. Involved is NBC's 1955 acquisition of the Westinghouse stations in Philadelphia in exchange for NBC's stations in Cleveland. RCA-NBC attorney Bernard Segal charged that the FCC and the Justice Dept. differ in their views on what constitutes an antitrust violation. Justice Dept. lawyer Bernard M. Hollander claimed that it is up to the courts to enforce the Sherman Act and that the FCC does not have the power to do so. Judge William H. Kirkpatrick reserved decision.

Political Controversy Raised In Hearing on WGAV Grant

The issue of whether a pre-recorded political broadcast was improperly edited became a main factor in an FCC hearing last week on the protested grant to Walter T. Gaines of a new am station (WGAV) in Amsterdam, N. Y. WCSS Amsterdam protested the grant, questioning among other things the financial and personal qualifications of Mr. Gaines, formerly general manager of WCSS.

WCSS also charged that Mr. Gaines violated various FCC rules while he was general manager of the station. In support of this contention, Donald Campbell, state assemblyman, testified that while seeking re-election he pre-recorded a speech at the station in October 1954. The tape was to be used for two broadcasts. During the second broadcast "When it came to a portion to which I knew Gaines objected, there was no sound," Mr. Campbell stated. "Finally the sound came back on. About 40 words were left out."

Mr. Campbell said he immediately called WCSS and attempted to buy the tape but was told that he would have to see Mr. Gaines. The following week, he said, Mr. Gaines told him the tape had been erased.

Earlier in the hearing, Mr. Gaines had testified that he knew nothing of what happened to the tape and denied censoring it or instructing any WCSS employe to do so.

Last Sept. 18, the Commission stayed the effective date of its grant to Mr. Gaines. After a hearing last Monday-Wednesday, Hearing Examiner Elizabeth Smith ordered the record closed in the case.

ASP Asks WLBT (TV) Tower Okay

The Air Space Panel of the Air Coordinating Committee has recommended FCC approval of the WLBT (TV) Jackson, Miss., request to build a new tower 1,529 feet above ground, southwest of Hawkins Field there; this would replace the station's old tower northeast of Jackson. Lamar Life Broadcasting Co., WLBT licensee, was asked by ASP as part of its approval of the tower request, to meet certain safety stipulations, including demolition of the old WLBT tower so as not to interfere with a new airport to be built in the vicinity.

KCOP Tv Amends Program Plans Pending Purchase of KCOP (TV)

KCOP Tv Inc., which is seeking FCC approval to purchase KCOP (TV) Los Angeles from the Copley Press, last week amended its proposed programming schedule to reflect changes it plans to make in the station's present schedule.

The Commission had asked for this additional information following a protest by the National Assn. for Better Radio and Tv, which claimed the present KCOP programming is not in the public interest [GOVERNMENT, Nov. 25]. Kenyon Brown, who will own 25% of the station and become president if the transfer is approved, told the FCC the following changes will be made in the KCOP programming:

"(1) Change the ratio between commercial and sustaining time by decreasing the amount of time devoted to commercial programs and increasing the amount devoted to sustaining programs; (2) increasing the amount of time devoted to programs of a purely public service nature; (3) increasing the percentage of broadcast time in what KCOP Tv Inc. considers the critical program categories, i.e., religious, educational, discussion and news categories, and (4) increasing the ratio of non-commercial to commercial spot announcements."

Mr. Brown said he will reside in California and will be active in the day-to-day operation of KCOP. (Mr. Brown and his partners, Bing Crosby, George Coleman and Joseph Thomas sold KFEQ-AM-TV St. Joseph, Mo., so Mr. Brown's time could be spent in the operation of KCOP [AT DEADLINE, Aug. 26].) He also said that Alvin G. Flanagan, currently assistant general manager of KCOP, would become general manager upon Commission approval of the sale and that the present general manager no longer would be associated with the station.

FCC Reaffirms KGHL-TV Grant, Denies Protests of KOOK-TV

The FCC reaffirmed a November 1955 grant to KGHL-TV Billings, Mont. (ch. 8), and at the same time denied (for the second time) protests of resident KOOK-TV Billings (ch. 2), which has maintained that city could not support two outlets.

Last spring the Commission affirmed the original grant to KGHL-TV, saying that it is "entirely inappropriate" for FCC to consider "the effect of a competitive service" because of limitations imposed in the Communications Act [AT DEADLINE, April 22]. Last week it repeated this position.

ONE DAY STAND

American communications scientists shot an ion layer into the sky last week in a test designed to determine whether long distance skip-wave radio communications can be established during the daytime. An Air Force Aerobee-Hi-Hi rocket was sent more than 80 miles above the earth to discharge a cloud of sodium vapor, which was used to bounce radio signals over long distances. Hundreds of amateur radio hams participated in the test. Skip transmissions whereby radio waves are reflected off the ionosphere for long distances occur only at night; scientists believe sunlight dissipates the ionized layer during daylight.

Black Ceases Operation of KTHE Pending Resolution of License

William S. Black, charged by the FCC with illegally operating KTHE Thermopolis, Wyo., which he acquired without FCC approval following his purchase of the station's equipment for $5,000 at a July 5 bankruptcy sale, has complied with Commission orders [GOVERNMENT, Nov. 25] and taken the station off the air.

According to the FCC last week, Mr. Black had requested that he be informed of the requirements necessary for him to resume broadcasting activity with KTHE. The Commission wired Mr. Black in reply that he has no authorization for direct or indirect operation of the station pending a decision on his application for assignment of the license. The Commission noted it would send a letter indicating the deficiencies in Mr. Black's application for the license.

Satellite Can Broadcast Tv From Space, Says Navy's Hagen

Dr. John P. Hagen, director of the Navy Vanguard satellite project, last Tuesday predicted in testimony before the Senate Preparedness Subcommittee that an artificial satellite whizzing around several hundred miles in space one day will broadcast tv programs covering the whole U. S. The subcommittee is holding hearings on the nation's satellite program.

Such a satellite will have "very great military implications," Dr. Hagen added, and "is an obvious thing that will be done some day." Several proposals have been put forth in the past for a system of tv transmitters which would relay signals from outer space [GOVERNMENT, Oct. 14].

FCC Deletes Two Tvs

FCC has announced the deletion of ch. 69 WPKN (TV) Pekin, Ill., and ch. 10 KABL-TV Helena, Mont., because both permittees have failed to file for extensions of construction permits or show any evidence of intention to build. The two deletions raises the totals to 152 uhf and 40 vhf stations canceled.

Smith, Hennessey Partnership Forms New Law Office in D. C.

George S. Smith and Philip J. Hennessey, who are establishing their own law firm [Closed Circuit, Nov. 4] have purchased a building at 1240 19th St., N. W., Washington, to house the new firm of Smith & Hennessey, effective Jan. 2. They are now partners in the Washington communications law firm of Segal, Smith & Hennessey.

Making the shift with Messrs. Smith and Hennessey are Quayle B. Smith, Warren D. Quenstedt and Edwin S. Nail, attorneys with the old firm, and Ward Miller, office manager. The firm's telephone number will be Executive 3-7242.

Paul M. Segal, senior member of the firm which was organized in 1942, will continue to practice under his name at the current location, 816 Connecticut Ave., N. W., telephone District 7-8797, after Jan. 1. Robert A. Marmet of the present firm will remain in practice with Mr. Segal. Seymour M. Chase, also a Segal, Smith & Hennessey attorney, has not yet announced his future plans.

Farmer, Nichols & Co. Formed

Farmer, Nichols & Co. has been formed by J. Edwin Farmer, president of Capital Services Assoc., public relations firm, and Harry J. Nichols, owner and executive vice president of Mumm, Mully & Nichols Inc. The firm, located at 50 W. Broad St., Columbus, Ohio, will specialize in public relations, marketing and association management counseling. Telephone number of the new company is Capital 1-7409.

Talent Group Lists 51 Members

The Conference of Personal Managers has ended its first year with a membership of 27 west coast and 24 New York managers. William Loeb, president, said the west coast group alone represents clients with an annual talent income of over $19 million—31% from tv, 10% from motion pictures, 44% from night clubs, 5% from recordings and 10% miscellaneous.

PROFESSIONAL SERVICES SHORTS

Siegmund-Naiman Inc., public relations firm with offices at 120 56th St., N. Y. 22, has been formed. New corporation will absorb accounts currently handled by G. J. Siegmund Inc. Principals of new firm are **G. J. Siegmund,** president, and **Rita S. Naiman,** secretary-treasurer. **Paul F. Scheffels,** former account executive with Ben Sonnenberg Agency, will be director of operations, in charge of all publicity, promotional and public relations activities.

Rogers, Cowan & Jacobs (new public relations organization formed through merger of Rogers & Cowan and Arthur P. Jacobs Co.) has established new headquarters in New York at 3 E. 54th St. Telephone number: Templeton 8-0730.

Edward Gottleib & Assoc. Ltd., N. Y., public relations firm announces move to 640 Fifth Ave., N. Y.

an
apple
for the
sponsor,
too!

Miss Sally's *Romper Room*, delight of the small fry set in Washington, is the apple of the advertiser's eye, too . . . because it produces rich fruits in the way of *adult* response, by way of moppet demand. Romper Room (11 a.m. to noon weekdays) has room for a few more apple-seeking advertisers who want results.

real lively daytime programming

wmal-tv

maximum power on channel 7 WASHINGTON, D.C.

AN *EVENING STAR* STATION

Represented by H-R Television, Inc.

abc

THEATRE CHAIN BUYS WDAF-AM-TV

- **National Theatres pays $7.6 million for stations**
- **'Kansas City Star' meets consent decree stipulation**

One of the nation's major nationwide movie theatre chains moved into television station ownership last week when Elmer C. Rhoden, president of the 320-theatre National Theatres Inc., and Roy Roberts, president of the Kansas City Star Co., announced the sale of the *Star's* WDAF-AM-TV Kansas City to the theatre exhibitor company [CLOSED CIRCUIT, Nov. 25].

The $7.6 million cash purchase was announced officially last Tuesday. It followed by three weeks the filing of an antitrust consent decree by the newspaper company agreeing to divest itself of its broadcast properties. The consent decree was filed after the newspaper was found guilty of monopoly and attempted monopoly in the news and advertising fields in Kansas City.

National Theatres is one of the largest exhibition chains in the country. Successor to the Fox Theatres chain, divorced from 20th Century-Fox in 1951 following a Justice Dept. consent decree, it has movie houses in 20 states from New York to California, concentrated mainly in the West and Midwest.

Mr. Rhoden became president of $60 million National Theatres in 1954, following the death of Charles P. Skouras, brother of Spyros P. Skouras, president of 20th Century-Fox. Mr. Rhoden has been in the motion picture business for 40 years, and for 25 years before assuming the presidency of National Theatres was head of Fox Midwest Theatres, headquartered in Kansas City. Mr. Rhoden still maintains a residence in Kansas City. National Theatre's headquarters are in Los Angeles.

The Kansas City stations will be under the management of Charles L. Glett, former Don Lee and CBS executive, who is president of National Film Investments Inc., a subsidiary of National Theatres which only last month announced its new method of wide-screen film projection, "Cinemiracle."

Mr. Glett, a 30-year veteran of the motion picture industry, entered the television field in 1949 when he became vice president in charge of television of the Don Lee Broadcasting System in Hollywood. In 1950, when CBS bought the Los Angeles Don Lee properties, Mr. Glett remained as an administrative consultant and in 1951 was named CBS vice president of both radio and tv network services, Hollywood. In motion pictures, Mr. Glett was associated in the production of Academy Award winner "The Devil and Daniel Webster" and "Duel in the Sun."

One of National Theatres' subsidiaries, Fox West Coast Theatres, holds a toll tv franchise in Los Angeles. Paramount's International Telemeter Corp. also holds a Los Angeles pay tv franchise.

The only other country-wide motion picture exhibitor chain owning broadcasting properties is American Broadcasting-Paramount Theatres Inc., which operates radio and tv stations in New York, Los Angeles, Chicago, San Francisco and Detroit. AB-PT owns more than 500 theatres across the country.

Among regional movie chains in tv ownership are the Wometco circuit (Mitchell Wolfson-Sidney Meyer) owning WTVJ (TV) Miami, Fla.; a 20% interest in WFGA-TV Jacksonville, Fla., and a controlling interest in WMTV (TV) Madison, Wis.; H&E Balaban Corp., which owns 50% interests in WICS (TV) Springfield, Ill.; WTVO (TV) Rockford, Ill.; WMCN (TV) Grand Rapids, Mich.; WBMG-TV Birmingham, Ala.; WRIT Milwaukee, Wis., and 25% of KFBI Wichita, Kan., and Video Independent Theatres, which has a 12.5% interest in KWTV (TV) Oklahoma City and owns KVIT (TV) Santa Fe, N. M.

MR. RHODEN

MR. GLETT

Motion picture producers in the broadcasting field include Loew's Inc. (MGM), which owns WMGM New York and a 25% interest in KTTV (TV) Los Angeles, KTVR (TV) Denver and KMGM-TV Minneapolis, and Paramount Pictures Inc., which owns KTLA (TV) Los Angeles and holds 26% of DuMont Broadcasting Corp. (WNEW and WABD [TV] New York and WTTG [TV] Washington).

Major tv film producer, National Telefilm Assoc. has just bought 75% of KMGM-TV Minneapolis, with FCC approval two weeks ago. NTA is also seeking FCC approval of its $3.5 million purchase of WAAT-AM-FM and WATV (TV) Newark-New York.

The agreement signed last week calls for a $500,000 deposit of earnest money by National Theatres, with a $200,000 liquidated damage clause if the theatre company fails to complete its part of the bargain. The contract carries a June 1, 1958 deadline date. It also allocates the amounts to be paid for the WDAF properties—with land and buildings valued at $2.5 million, equipment $1.5 million and the remainder $7.6 million signed to Network Affiliations, contracts, and other intangibles.

Both Kansas City stations have been operating since February 1953 without license extensions. The government filed its antitrust suit in January 1953, and the FCC has held the renewal applications in abeyance pending the outcome of the suit. The newspaper firm was found guilty of monopoly and attempted monopoly in February 1955, with the company being fined $5,000 and Emil A. Sees, advertising manager, $2,500. The Supreme Court refused to review the criminal case decision last summer.

Ever since the court's findings, various broadcast entities have reportedly negotiated with the newspaper company for the properties, which were being offered it was understood for $12 million.

Among these were Harold F. Gross, WJIM-AM-TV Lansing, Mich.; Time Inc., J. H. Whitney & Co. and the Cox interests.

WDAF was a pioneer radio station, beginning operations in 1922. It operates on 610 kc with 5 kw. WDAF-TV on ch. 4 began operating in 1949. Both are affiliated with NBC.

Last week's announcement stated that the stations would continue with NBC affiliation and that there would be no change in staff, except for H. Dean Fitzer, managing director. Title to the stations will be held in the name of a new operating subsidiary of National Theatres.

Fire Destroys KFAR-AM-TV Gear; Tv Outlet Forced Off Operations

KFAR-TV Fairbanks, Alaska, was forced off the air Nov. 23 when an explosion and fire gutted the four-story Lathrop Building, which houses the station's studios and transmitter. KFAR, whose studios also are located in the building, was able to remain on the air by transferring operations to its transmitter site.

The fire was started by an explosion of undetermined origin in an apartment on the floor below the radio-tv stations (located on the top floor) and raged out of control for seven hours. A KFAR-AM-TV spokesman said the stations' facilities located in the building were virtually destroyed. The tv station's tower atop the building was undamaged, however. No estimate was given on the cost of replacement by KFAR-TV, but the estimated damage to the entire building and its contents was $1 million. The tv station informed the FCC that it would be necessary to remain dark for "30 to 60 days."

KTVF (TV) Fairbanks (CBS) has cooperated by offering to carry as many as possible of KFAR-TV's ABC and NBC programs. KTVF was forced off the air last year, and KFAR-TV then extended a similar courtesy.

WCDA (TV) Becomes WTEN (TV) Switches to Ch. 10, Ups Rates

WCDA (TV) Albany-Troy-Schenectady, N. Y., was scheduled yesterday (Sunday) to change its call letters to WTEN (TV), simultaneously reverting from uhf ch. 41 to vhf ch. 10. At the same time, the station's management put into effect a rate card change, with Class A one-hour time charges rising from $750 to $1,000.

The station, owned by Hudson Valley Broadcasting Co., is a CBS-TV affiliate and sister station of WROW Albany. The principal stockholder is CBS news commentator Lowell Thomas (21.11%). The company also owns stations in New York State, Massachusetts, North Carolina and Louisiana. Harrington, Righter & Parsons represents WTEN (TV).

STATION **KTBS-TV** at Shreveport, Louisiana is 1153 feet tall.

TRUSCON STEEL TOWERS

help keep your Sports Shows on the air

This tower stays up . . . WEATHER or not! Truscon Steel Towers have proved more than a match for the recent severe East Coast hurricanes. That kind of performance is typical of 1000-foot-plus Truscon Towers with an unblemished field-performance record.

Truscon offers the top talent in tower construction—engineers with the skill and experience needed to give you the tower you want—tall or small—guyed or self-supporting—tapered or uniform in cross-section—for AM, FM, TV or Microwave transmission.

Dependability is extra assurance on a *major* investment! Get it by contacting any Truscon district office. Or, call us direct at "tower headquarters" in Youngstown. Send coupon for literature.

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REPUBLIC STEEL
A NAME YOU CAN BUILD ON

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REPUBLIC STEEL CORPORATION
1074 Albert Street, Youngstown 1, Ohio

Please send me latest catalog showing specifications and other details of Truscon Steel Towers.

Name________________ Title__________
Company__________________________
Address___________________________
City____________ Zone____ State________
C-3024-R

RADIO OUTLETS VALUE PROMOTION

- **Upped ratings, new local, national accounts seen as result**
- **E&E poll shows most will maintain or expand promotion**

Radio stations today are promotion- and advertising-conscious and for the most part will maintain or expand station promotion activities in 1958, according to results of a study by Eye & Ear Inc., a new company announced in New York last week (see page 40).

The survey indicated, E&E President Jack Kayne pointed out, that most stations are advertising; that this advertising and promotion is building higher audience ratings and developing more sponsors locally and nationally; that they intend to continue and in most cases to expand their advertising and promotion programs in 1958. Highlights of the survey:

1. Present station advertising and promotion programs resulted in higher audience ratings, increased the number of local sponsors and increased the number of national accounts.

2. Of the stations responding, 77% used newspaper advertising.

3. Planning to increase their advertising budgets in 1958 were 41.8%, while 51.6% plan to maintain their present budgets.

4. About 18% of the stations reported using direct-to-the-home mail and plan to continue. Others indicated they will try this in 1958.

5. Of the stations responding, 62.3% stated their present advertising and promotion could be more effective.

The survey was conducted among 300 representative radio stations throughout the country, covering all billing classifications. A questionnaire was mailed Nov. 1 and findings were tabulated on all answers received by Nov. 20.

A copy of the questionnaire sent to the 300 radio stations, with responses from 122, includes the following percentages. (Since not all questionnaires were answered completely, some totals do not add up to 100%.)

1. Does your station do any of the following types of advertising? Please check which of the following you use.

A) Local newspaper tune-in ads 77%.

B) Direct mail to potential local advertisers 77%.

C) Direct mail to national or regional advertisers 68.9%.

D) Direct mail to advertising agencies 64.8%.

E) Direct mail to radio homes in your market 18%.

2. Do you supply advertisers with:
A) Point of sale materials 58.2%
B) Other promotions 72.1%.

3. Do you use trade publication advertising to promote your station?
Yes . . . 45.9%.
No . . . 51.6%.

4. Does your station employ an advertising agency?
Yes . . . 38.5%.
No . . . 59.8%.

5. Do you have a full time promotion manager on your staff?
Yes . . . 23.9%.
No . . . 72.1%.
Do you have an advertising manager?
Yes . . . 39.3%.

6. How much of your annual advertising and promotion budget is done by free-lance work?
Very little . . . 67.2%.
About half . . . 14.5%.
Almost all . . . 12.9%.

7. Assuming that your advertising and promotion budget will not be increased—do you feel that it can be used more effectively?
Yes . . . 62.3%.
No . . . 30.3%.

8. Has your present program resulted in higher audiences? . . . 77%.
More local sponsors . . . 81.9%.
More national accounts . . . 66.2%.

9. What are you planning to do with your advertising and promotion budget for next year?
Increase it . . . 41.8%.
About half . . . 14.5%.
Reduce it . . . 2.5%.

10. What is your approximate annual budget for items checked in question No. 1? Approximate annual budget figures are based on 63.9% of the stations who answered this question.
Spent $1,000 to $2,000—56.4%.
Spent $2,001 to $4,000—12.8%.
Spent $4,001 to $6,000— 7.7%.
Spent over $6,000—23.19%.

11. What is your approximate annual budget for items you checked in question No. 2? Approximate annual budget figures based on 65.5% of the stations who answered this question.
Spent $1,000 to $2,000—75%.
Spent $2,001 to $4,000—10%.
Spent $4,001 to $6,000—6.25%.
Spent over $6,000—8.75%.

WRAPPING UP *the National Telefilm Assoc. purchase of 75% interest in United Television Inc., licensee of KMGM-TV (ch. 9) Minneapolis-St. Paul, are (l to r) Thomas P. Johnson, UTI board chairman, representing the sellers; Ely A. Landau, NTA board chairman and chief executive officer, and Don Swartz, who was named by NTA as general manager of KMGM-TV and is slated to become president. The transaction marks NTA's entry into station ownership; the firm's purchase of WAAT-AM-FM-WATV (TV) Newark awaits FCC approval.*

NTA Announces Appointment Of Swartz to Manage KMGM-TV

The appointment of Don Swartz, upper midwest representative for National Telefilm Assoc., as general manager of KMGM-TV Minneapolis-St. Paul, was announced last week by Ely A. Landau, board chairman of NTA, which holds a 75% interest in United Television Inc., operator of the station.

Mr. Swartz joined NTA in 1953 and has represented the company in eight midwestern states since that date. Earlier, he had been in sales posts for Warner Bros. and had been secretary of the North-Central Allied Theatre Owners. Until he joined NTA, he operated his own film distribution organization, Independent Film Corp., in the Minneapolis area.

Mr. Swartz said KMGM-TV shortly plans to expand its broadcast day by signing on at 3 p.m. instead of 5 p.m. The station operates until 12 midnight.

The formal contract turning over 75% interest in United Television Inc. to NTA was signed last week following approval of the transfer by FCC. The remaining 25% interest in the company is held by Loew's Inc., which acquired the stock interest when the Metro-Goldwyn-Mayer library of feature films was turned over to the station in the summer of 1956.

Lanphear Heads Rollins Sales; Walton Tops WNJR; Wencel, WBEE

Appointment of Albert R. Lanphear to the newly-created post of director of sales for Rollins Broadcasting Inc. and the selection of Hal Walton and Robert A. Wencel as general managers of WNJR Newark and WBEE Chicago, respectively, were announced last week by President O. Wayne Rollins. The promotions are in line with current expansion of the seven am outlets and one tv station of Rollins Broadcasting.

LANPHEAR WALTON WENCEL

Mr. Lanphear, who will headquarter in Wilmington, Del., has been general manager of WNJR since 1953. He will be in charge of sales, sales research and development and sales promotion for all the Rollins stations and the national sales offices in New York, Chicago and St. Louis.

Mr. Walton becomes WNJR general manager after serving as assistant manager. He formerly was with WAAM-TV (now WJZ-TV) Baltimore.

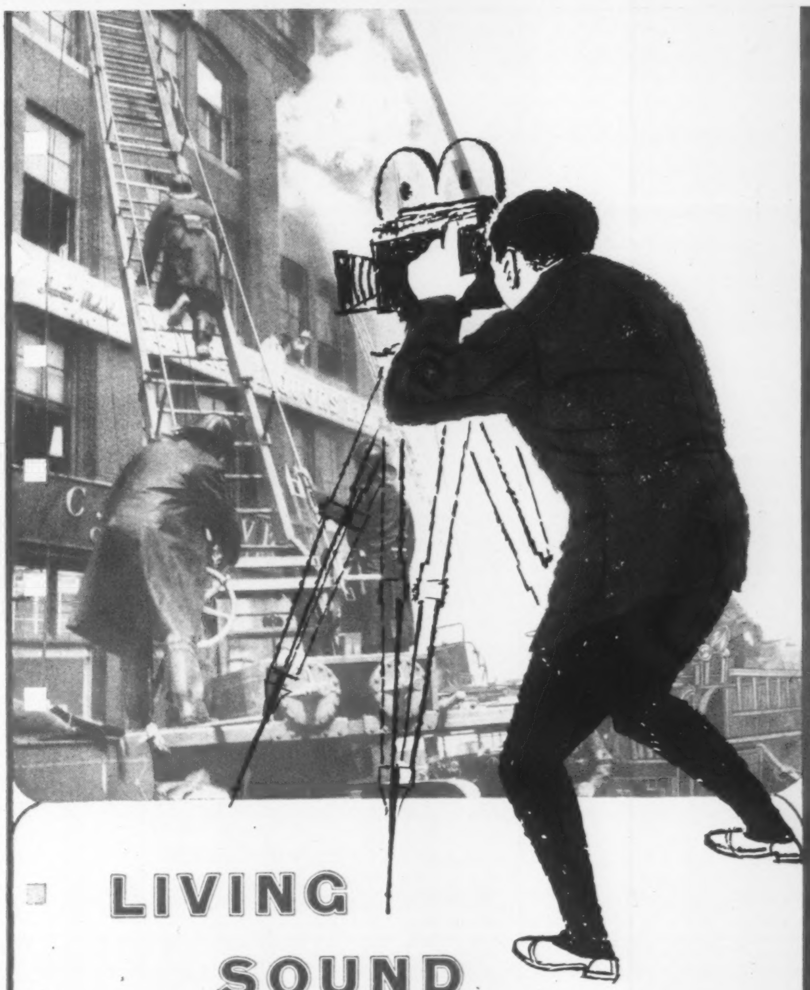
Similarly, Mr. Wencel takes over as general manager of WBEE after serving as assistant manager at that Rollins station. He joined WBEE early in 1957 after serving at WJOB Hammond and WWCA Gary, Ind.

Rollins stations, in addition to WNJR and WBEE, are: KATZ St. Louis; WGEE Indianapolis, Ind.; WRAP Norfolk, Va.; WAMS Wilmington, Del.; WJWL Georgetown, Del., and WPTZ-TV Plattsburgh, N.Y.

WSPR Becomes Independent

WSPR Springfield, Mass., dropped its ABN affiliation as of Nov. 23 and became an independent outlet, according to a statement by station President Alan C. Tindal. Mr. Tindal declared that this move will "not effect a major programming change. . . ."

RETIRING after a 44-year career, George M. Burbach (l), general manager of *Post-Dispatch* stations KSD-AM-TV St. Louis, Mo., was honored at a luncheon given by *Post-Dispatch* Publisher Joseph Pulitzer Jr. (c). Robert Sarnoff (r), NBC president, attending with other network executives, called Mr. Burbach a "true pioneer and leader in our industry."



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*1953 Academy of Motion Picture Arts & Sciences Award

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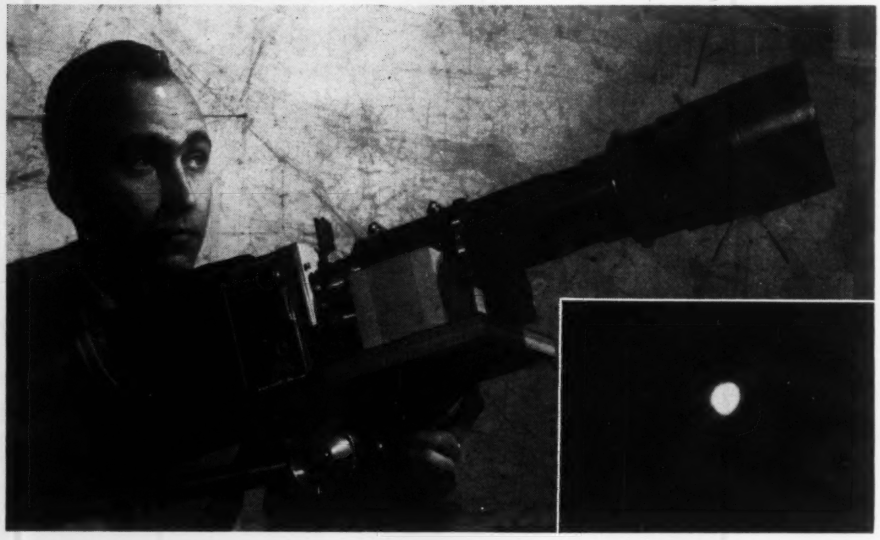


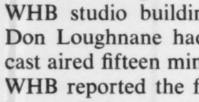
USING *a camera equipped with a 40-in. telephoto lens, Skip Nelson, assistant photo director at KSTP-TV St. Paul-Minneapolis (above), caught Sputnik II as it streaked across the sky just east of Minnesota Nov. 5. A prismatic rifle spotting telescope was placed beside the camera for use as a viewfinder. Result: clear 16 mm motion pictures of the satellite (inset) which were sent to Chicago and used on an NBC news show the next day.*

DATELINES

Newsworthy News Coverage by Radio and Tv

KANSAS CITY—When a downtown building exploded just five blocks from its studios, WHB Kansas City was literally on top of the news. Gregg Jordan put a bulletin on the air immediately, other staffers set up broadcasts originating from the roof of the WHB studio building. Promotion manager Don Loughnane had an on-the-spot broadcast aired fifteen minutes after the explosion. WHB reported the fire in round-robin fashion until it was under control, was commended by city fire authorities for the station's service in keeping the public out of the area.

JACKSONVILLE—Don Smith of WMBR Jacksonville, Fla., helped out a fellow fourth estater threatened by an armed trial witness and then acted quickly to report the skirmish on the air. Foster Marshall Jr., photographer for the *Jacksonville Times-Union,* was taking pictures of witnesses called by the Duval County Grand Jury earlier this month. When one reluctant subject pulled a gun on the cameraman, Mr. Smith helped disarm him. After participating in and broadcasting the story, Mr. Smith was called to testify about it.



BIRMINGHAM—Reporters of WABT (TV) Birmingham are getting the most out of their medium as they use pocket radio pagers to keep in touch with home base. The pager is a transistor receiver weighing less than a pound. Each WABT newsman carries the pager at all times and makes a point of listening to signals at regular intervals in case his number is called. Pictured: WABT's Tom Hamlin.

WASHINGTON—News of the President's illness broke in Washington shortly before 3 p.m., Nov. 26. At 3:09, WWDC Washington aired its first newscast of the situation, had News Editor Joe Phipps, staffers Tom Slinkard and Terry Sullivan rotating shifts at the White House through the rest of the day and through the night into the next day. Taped reports from the newsmen were aired on an unlimited news schedule.

Minutes after WWDC's first broadcast Tuesday, the first call came in requesting remote reports. During the day, WWDC fed 42 reports to six independent stations across the country: KSFO San Francisco, first to request a remote, calling in at 3:09 according to WWDC; KNUZ Houston; WERE Cleveland; WEMP Milwaukee; WCUE Akron, Ohio, and WCEF Parkersburg, W. Va.

FRAMINGHAM—WKOX Framingham, Mass., claims a nationwide beat on the recent announcement of the American "meteorite launching," airing the news five minutes before the wire services got the story.

Tv Viewing High After Midnight, According to Poll by KTTV (TV)

One-third of the television families polled at the Los Angeles County Fair watch tv after midnight once a week or oftener and one-eighth watch after midnight every night, according to KTTV (TV) Los Angeles. Some 50 KTTV people staffed a booth at the fair during its run, Sept. 13-29, collecting more than 25,000 completed questionnaires about the viewing habits of the respondents.

Answers to after-midnight-viewing queries revealed that 83.8% watch tv at least occasionally at that time; 32.6% watch once a week or oftener; 15.4% watch more than once a week and 12.8% watch every night.

Another question revealed that 10.3% of the families include at least one member who works a swing shift, supporting the 12.8% daily post-midnight viewing figure. Only 11.2% said they never watch after midnight and 5% did not answer this question.

More than 80% of the tv families watch an hour or more during weekday daytime hours, 9 a.m.-6 p.m., the KTTV survey discovered, with nearly 75% watching two hours or more a day and nearly 40% watching for more than three hours. Asked specifically if they had watched tv the previous afternoon, 36.4% replied yes and of that group 62% were women and 38% men.

Survey Brings Damage Suit In Hornell, N. Y., Am Dispute

Legal action for damages ascribed to effects of the A. C. Nielsen Survey No. 2 have been filed by WLEA Hornell, N. Y., against WWHG, that city, and the survey firm.

WWHG was charged with publishing in the local *Evening Tribune* results of the NCS study, purporting to show WWHG had an audience twice as large as WLEA. The complaint charges:

"Upon information and belief that no survey was made by the defendant A. C. Nielsen Co. in December 1956; that no accurate survey was made in December 1956 or any other time; that an accurate survey as of December 1956 and/or as of May 1957 would have shown that radio station WLEA had a greater listening audience than radio station WWHG. . . ."

Charles D. Henderson, WLEA president, said the action was taken "because there seemed to be no other course to settle, once and for all, the material damages which were being done to many other radio and tv stations as well as radio and tv artists by some of the so-called experts and ratings which are at the least, not properly indicative of time audience reactions. The system of ratings with all its mathematical uncertainties has grown to such an extent that broadcasting chains, the acts appearing on them and the sponsors are virtually at the mercy of these surveys. It is conceivable that if this practice continues without proper safeguards, that a virtual monopoly may be established which could become monstrously destructive to the broadcasting business."

Mr. Henderson said the suit is in line with numerous complaints against surveys and demands for investigation. "If we are successful in this action," he said, "surveys in the form of Nielsen No. 2 will no longer plague the broadcast industry."

Miami Tv Cameramen to Appeal

Two Miami tv cameramen sentenced to pay $25 fines for contempt of court plan to appeal the sentences, they said last week. Circuit Judge Vincent Giblin levied the fines against Robert Brumfield of WTVJ (TV), and Ben Silver of WCKT (TV). They were charged with taking pictures of a rape case defendant in the courthouse corridor against the judge's instructions [TRADE ASSNS., Nov 11].

Joyce Myron photographed in front of the California atomic-electric power plant built by Pacific Gas & Electric Company and General Electric. With her are some of the men who operate the plant and the G-E Vallecitos Atomic Laboratory, site of the plant.

The girl, the men, and the atom

One of the happiest girls in the world is Joyce Myron, 18-year-old college student of Drexel Institute of Technology.

She is known across America for her triumphs on TV's "$64,000 Question," where she brilliantly answered questions about the new science of atomic energy. And she has interested millions in the exciting promise of the peaceful atom.

This picture shows Joyce at the scene of one of her TV appearances, an atomic-electric power plant near San Francisco — the first completed among several now being planned and built by electric light and power companies and equipment manufacturers.

With Joyce are engineers and scientists who run the plant and the nearby atomic laboratory. Most are only a few years older than Joyce — members of the new generation that is unlocking the secrets of atomic energy.

We salute Joyce Myron and the other young atomic scientists and engineers. Theirs is the privilege of putting the atom to work — for power, for healing, and for other and still unknown services to mankind.

America's Independent Electric Light and Power Companies*

**Company names on request through this magazine*

WWLP (TV) BUILDING UHF EMPIRE WITH SATELLITES, TRANSLATORS

- **Massachusetts outlet's object: valley's 1.25 million people**
- **FCC officials, other uhf broadcasters tour area facilities**

There's a uhf station in New England that is building itself a regional empire which—when completed—will make it the equivalent in coverage of a high powered vhf outlet like WGAL-TV Lancaster, Pa., in southeastern Pennsylvania, or WCIA-TV Champaign, Ill., in east central Illinois.

The station is NBC-affiliated ch. 22 WWLP (TV) Springfield, Mass. The avowed goal of its hustling, young president, William L. Putnam, is service to 1¼ million people who live in the Christmas card country of the Connecticut River Valley.

The valley stretches snake-like from the Canadian border down to Long Island Sound. Mr. Putnam is interested in only that section beginning in the south at Springfield, Mass., and going upriver to such cities as Holyoke, Northampton, and Greenfield, Mass.; Keene, Claremont, Newport and Lebanon, N. H., and Brattleboro, Bellows Falls, and White River Junction, Vt. Springfield is the distribution center for this region, which is in the shape of an ellipse, about 150 miles long and from 10 to 30 miles wide at various points.

It is peopled with Yankee artisans whose forbears settled this rugged New England area in colonial times. It is a $1 billion market.

The key to WWLP's strategy is the use of translators—to fill in shadow areas within its proper coverage area, and to extend coverage to encompass the whole market.

To do this WWLP established a satellite at Greenfield, Mass., 50 miles up the valley. Ch. 32 WRLP (TV) Greenfield picks up Springfield's ch. 22 off-air, and broadcasts it throughout upper Massachusetts and lower New Hampshire.

It already has one translator, ch. 79, at Claremont, N. H., on the outer rim of WRLP's Grade B contour, and holds construction permits for translators in Newport, to the east of Claremont, and in Lebanon, to the north of Claremont.

It proposes, if all goes well, not only to build these two other translators, but also to fill in and round out this coverage with additional translators. The firm has asked the FCC to permit the use of ch. 72 in all these installations—not only for promotional assets but because of easier operation and maintenance.

To show what it is doing and what it plans to do—and to toot uhf's horn a bit—WWLP's Mr. Putnam and the uhf association, Committee for Competitive Television, were hosts to the FCC last Nov. 24. A planeful of FCC officials, including three commissioners, plus uhf operators and others left Washington at 7:30 a.m. and after spending the entire day in the area, returned to Washington at 10:30 p.m.

Unlike high powered vhf stations which can site their antennas on the top of tall mountains and pump low band signals out 50, 60 and even 75 miles, uhf stations have a different problem. First of all the power is not there, although present FCC rules permit 5,000 kw for uhf stations. Secondly, rough terrain is almost an insurmountable barrier against good reception of uhf signals.

Thus uhf stations must plan coverage as if they are playing chess—a main station here, a satellite there, translators hither and yon. If the WWLP activity is any criterion, it works.

WWLP was established in March 1953. Its ch. 22 signal is broadcast with 206 kw from an antenna that is 700 ft. above average terrain. The antenna is on top of Provin Mt., overlooking the city of Springfield. The studio is at the transmitter site. WWLP's Grade A signal encompasses Holyoke, Northampton, Chicopee, Amherst and Palmer, in addition to Springfield. This means 500,000 people with a $600 million annual retail sales market. Although WWLP's Grade A contour also covers north central Connecticut, including Hartford, this is not counted.

The ch. 32 WRLP (TV) satellite is at Greenfield, picking up and rebroadcasting the WWLP signals. Its transmitter is atop Gun Hill, in Winchester, N. H., with 200 kw from 918 ft. above average terrain. It began operating July 1 this year, and its Grade A signal covers Northfield, Athol, Gardner, Turners Falls, Greenfield, Mass.; Keene, N. H., and Brattleboro and Bellows Falls, Vt. This is more than 125,000 people and with $150 million in retail sales.

The Claremont translator, using WRLP's ch. 32, was put into operation this past summer. It serves about 14,000 people on the Grade B fringe of WRLP. It cost $4,600 to construct, and consists of an Adler 10 w transmitter, with a Blonder-Tongue converter. It is located about half way up Green Mt., 2½ miles northeast of Claremont. Its output is 64 w, from an 80-ft. tower. The translator is put on and off the air via WRLP's carrier. It also is controlled by a switch at the home of the owner of the land on which it is located. The whole gear is housed in a wooden shack about 8x8x8 ft. Power was run up about half mile from the nearest power line. WRLP pays $50 a year for rent of the land.

The translator is serviced by a Claremont radio-tv serviceman. It is also checked twice weekly by WRLP chief engineer John A. Fergie.

This whole upper area is served by community antenna systems. There is one in Claremont, in Keene, in Lebanon, in Newport, in Bellows Falls and in Brattleboro. The Claremont cable system claims 1,500 subscribers; the others range from 250 (Keene) to 1,500 (Brattleboro).

WRLP is on the cable in Keene and in Brattleboro. In Claremont WRLP has not yet persuaded the local cable company to include its signals on the cable.

The cable companies bring the big city station signals to subscribers for an installation fee (running up to $150) plus monthly charges ($1.75 and up). They pick up and relay by coaxial cable the signals of ch. 9 WMUR-TV Manchester, N. H.; ch. 8 WMTW (TV) Mt. Washington (Poland Spring, Me.); ch. 3 WCAX-TV Burlington, Vt., and in some areas the Boston vhf outlets.

Viewing the three types of signals on receivers in this mountainous area (some viewers still pull in vhf transmission from 30 ft. yagi arrays), it was apparent that both the cable pictures and the uhf pictures are equal—and both are better than the snowy vhf off-air pictures.

The Springfield station and the Greenfield satellite are sold as one package for national advertising. In July of this year, after the satellite began operating, WWLP's Class AA time charges (8-10 p.m.) jumped from $600 to $700 for one hour one time. One minute in the same time strip went from $140 to $170, and 20 seconds from $120

CCT, WWLP (TV) CONDUCT TOUR

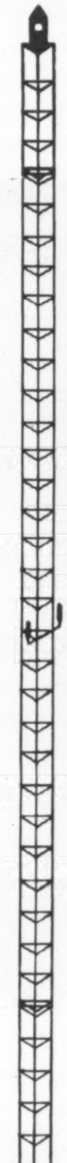
Three FCC commissioners and five staff officials were the guests of the uhf Committee for Competitive Television on its "expedition" to New England Nov. 22 where the group was hosted by ch. 22 WWLP (TV) Springfield, Mass.

The trip began at Washington's National Airport at 7:30 a.m., with the chartered DC-3 setting down first at Keene, N. H., then at Springfield, Mass., and returning to Washington at 10:30 p.m. the same day. While at Keene and at Springfield, the FCC contingent and others were toured through ch. 32 WRLP (TV) Greenfield, Mass., and ch. 22 WWLP. A number of parties were taken to reception points in both areas.

Those in the party were FCC Chairman John C. Doerfer, Comrs. Rosel H. Hyde and Richard A. Mack; Harold G. Cowgill, Broadcast Bureau chief; Mary Jane Morris, FCC secretary; Max Paglin, legal assistant to Comr. Robert T. Bartley; Daniel Jacobson, engineering assistant to Comr. Frederick W. Ford, and Hart S. Cowperthwait, chief of rules and standard division, Broadcast Bureau.

Among the broadcasters were John W. English, WSEE-TV Erie, Pa., chairman of CCT; Warren P. Williamson Jr., WKBN-TV Youngstown, Ohio; Harold V. Phillips, WTVH (TV) Peoria, Ill.; Thomas P. Chisman, WVEC-TV Norfolk, Va., and Wallace M. Bradley, executive director, CCT.

Also Dr. George H. Town, executive director, Television Allocation Study Organization, and Washington attorneys, James A. McKenna Jr., Michael H. Bader and Edwark Zekas.



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OTHER WAYS

The WWLP program is, of course, not the only means of regional coverage. Out in the Northwest, KIMA-TV Yakima, Wash., has established a regional grouping through the use of satellite stations in Pasco and Ephrata, both Washington, and Lewiston, Idaho. All are uhf stations. In Montana, KXLF-TV in Butte on ch. 4 is the mother station of satellite KXLJ-TV Helena, on ch. 12. And in North Dakota, ch. 5 KFYR-TV Bismarck, feeds its programs to satellite ch. 8 KUMV-TV Williston.

to $140. It is planned to sell the whole area as one coverage.

Although WRLP operates substantially as a satellite of WWLP, it programs from an hour to 1½ hours weekly live as a local showcase.

Both stations are sold separately for local business.

William L. Putnam, the 33-year-old son of Roger L. Putnam, major stockholder in Springfield Television Broadcasting Corp., is a young man in a hurry. He is a former Springfield Chamber of Commerce official. He sees Springfield as the crossroads of this area of New England. Springfield is a distribution point for all major manufactured goods and raw materials, he points out. The raw materials are shipped up the Connecticut River Valley for fabrication. The area is studded with companies noted for precision products.

The Putnams and their associates have put $650,000 into the WWLP-WRLP plant and operation. The company, Mr. Putnam disclosed, now is billing at a rate of $1 million annually, but profits have been slim or nil as income is used to expand. WRLP is costing $16,000 per month to operate, Mr. Putnam declared, although he was quick to point out that already it is taking in about $4,400 monthly from local advertisers. There are 80 people on the staff.

George R. Townsend, vice president in charge of development, has some interesting figures regarding the costs of translators. The Claremont translator cost the company 30¢ a person, he declared, and other such "booster" coverage should not cost more than $1 per person.

Mr. Townsend has one perceptive observation about the competition between cable systems and translators. Viewers who are hooked up to cable companies are not apt to cancel because there is one free signal on the air (after all they get a choice of from three to five signals in most areas from the cable companies). But, Mr. Townsend speculates, if there were two, or maybe three free signals available to viewers so there is a choice of two or three networks, then. . . .

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MEANY FAVORS RTDG IN DIRECTORS ROW

- **NABET position ruled out**
- **Union head's decision final**

On matters not of a technical nature, program directors have the right to direct technical crew members, AFL-CIO President George Meany ruled last Wednesday.

The decision, effective Jan. 1, 1958, was an outgrowth of a dispute that erupted earlier this month between the Radio-Television Directors Guild (RTDG) and the National Assn. of Broadcast Employes & Technicians (NABET)—a quarrel that buffeted NBC-TV between union stratagems [PERSONNEL RELATIONS, Nov. 18, 11]. Both factions agreed a fortnight ago to abide by Mr. Meany's arbitration.

NABET had argued that only technical directors [NABET members] could issue instruction of any nature and at any time to technical crew members [also NABET] on tv shows. RTDG contended that program directors had the right to directly communicate production instructions on tv shows during rehearsals other than dress rehearsals and during the telecast of unrehearsed shows. RTDG conceded program directors should not give technical instructions to technical crews nor should program directors give any instructions of any sort to technical crews during dress rehearsals or during telecasts of rehearsed shows.

NABET, in its brief to Mr. Meany, claimed RTDG had improperly negotiated in its latest (April 1, 1956) contract with NBC for a provision that permitted the disputed right to program directors. NABET pointed to language in its earlier agreements and the long established practice at the network whereby program directors in the past did not communicate directly with technical crew members.

Mr. Meany, however, said it is "very doubtful" whether NABET ever had the asserted right against NBC when RTDG negotiated its 1956 contract. He said that in a 1955 renegotiation of contract between NABET and NBC, the network "explicitly reserved the limited right of direct communication for the program directors which is now at issue."

The AFL-CIO head said RTDG's action is not a "raid" or "invasion" of NABET's jurisdiction. "On the contrary," Mr. Meany said, "the 1956 RTDG agreement explicitly and carefully recognizes NABET's established collective bargaining relationship with NBC, and simply secures for the program directors those rights of direct communication with the technical crew not barred by the NABET agreements."

Mr. Meany, in setting the Jan. 1 effective date, pointed out that this would allow the unions sufficient time to reach an understanding on how to put his decision into effect "harmoniously and beneficially." He suggested that the two unions invite NBC to participate in the deliberations.

The AFL-CIO head pointed out that both

unions should recognize their responsibilities to the general public as well as to NBC and the unions' members. "Maintenance of high artistic and technical standards" demand full cooperation of all concerned with the production of a tv program, he declared.

"Anything less than a smooth and mutually satisfactory working relationship among the members of NABET and RTDG can easily destroy the quality of the product," Mr. Meany said. "This must not be allowed to happen."

NLRB Sides With CBS In Fight With Local

CBS Inc. last week chalked up the first major victory in its protracted battle with Local 1212, International Brotherhood of Electrical Workers, as the National Labor Relations Board sustained the network's right to assign remote lighting to whichever union it chooses.

NLRB made plain, however, that it is "not by this action to be regarded as 'assigning' the work in question" to Local 1, International Alliance of Theatrical Stage Employes, a party to CBS' action against IBEW. The NLRB decision arises from a strike by Local 1212 at a WCBS-TV New York telecast last spring after CBS refused the union's demands to handle remote lighting on the program [PERSONNEL RELATIONS, April 29]. NLRB also ordered Local 1212 last week to declare in writing—by this Thursday—"whether or not it will refrain from forcing or requiring CBS . . . to assign the disputed work to its members rather than to other employes of CBS. . . ."

The NLRB decision stems from Local 1212's insistence that it, not IATSE Local 1, had jurisdictional rights to handle remote lighting for a special events program in New York April 21. On April 26, CBS filed charges with NLRB that the IBEW local was engaging in certain unfair labor practices which CBS felt to be in violation of the National Labor Relations Act. In effect, this particular jurisdictional dispute between the two unions—in which CBS finds itself in the middle—had its origins on June 23, 1955, when CBS signed a work contract with the IATSE local. At the time, CBS refused Local 1's demand to include remote lighting assignments in the coverage agreement, a refusal repeated May 1, 1956, when Local 1212 demanded the same clause to be inserted into its contract with CBS. In both instances, the network, according to labor relations Vice President William C. Fitts Jr., refused to meet the unions' demand on the ground that rival locals "had failed to agree on the resolution of this jurisdictional dispute over remote lighting."

Thus, when the conflict came to a head last spring over the "Tony" awards telecast, CBS told NLRB that Local 1212 was not entitled to strike because the disputed work was not covered in either local's contract with the network. Local 1212, though it could have done so, did not file a brief with NLRB stating its case, but at a hearing, it contended that it hadn't struck at CBS and that "in any event" the work was covered by its certification.

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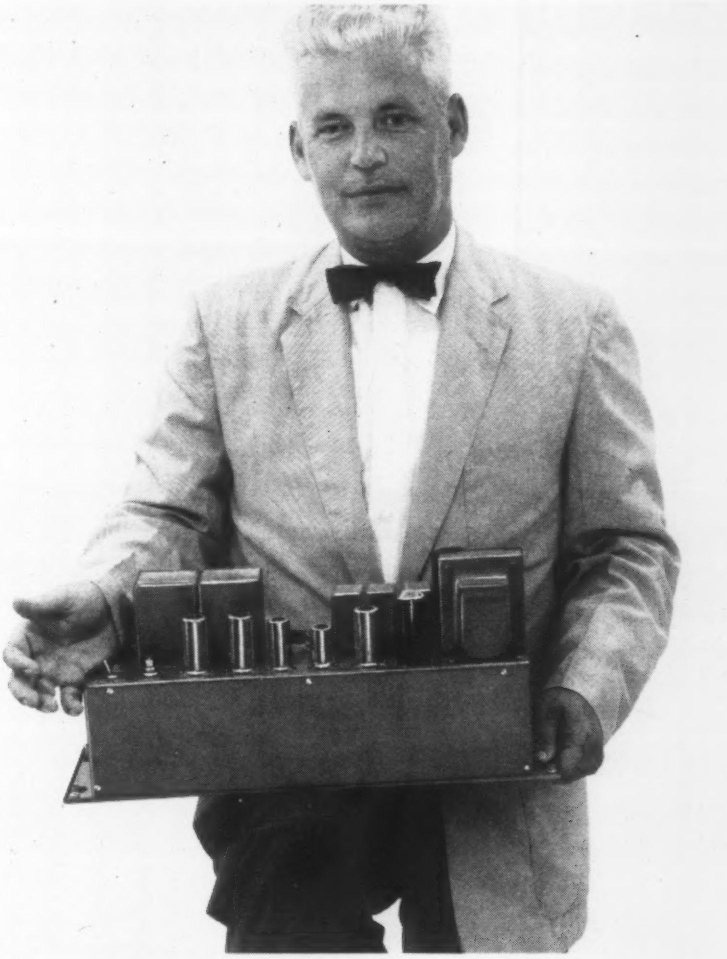

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THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB OCTOBER

FROM the monthly audience surveys of American Research Bureau, BROADCASTING *each month lists the 10 top-rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.*

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	20.4
2.	*The Honeymooners*	(CBS Film)	Tues. 7:00	WRCA-TV	19.1
3.	*Code 3*	(ABC-Film)	Wed. 10:30	WRCA-TV	16.1
4.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	12.9
5.	*If You Had a Million*	(MCA-Tv)	Sat. 7:00	WCBS-TV	11.8
6.	*Silent Service*	(NBC Film)	Fri. 7:00	WRCA-TV	11.2
7.	*Sheriff of Cochise*	(NTA)	Thurs. 7:00	WABD	8.5
8.	*Harbor Command*	(Ziv)	Fri. 10:30	WABC-TV	7.7
9.	*Life with Father*	(CBS Film)	Fri. 8:00	WPIX	7.6
10.	*Looney Tunes*	(Guild & AAP)	Mon.- 6:30 Sat.	WABD	7.4

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	15.4
2.	*Frontier*	(NBC-Tv)	Sat. 7:00	KRCA	14.2
3.	*Gray Ghost*	(CBS-Tv)	Mon. 7:30	KTTV	13.9
4.	*Whirlybirds*	(CBS-Tv)	Mon. 7:30	KHJ-TV	13.6
5.	*Our Miss Brooks*	(CBS-Tv)	Sat. 6:00	KNXT	13.3
6.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	KTTV	13.1
7.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	12.8
8.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	12.6
9.	*Frontier Doctor*	(H-Tv)	Mon. 7:00	KTTV	11.0
9.	*Topper*	(Telestar)	M-F 6:00	KTTV	11.0
10.	*The Honeymooners*	(CBS-Tv)	Thurs. 7:00	KNXT	9.9

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA-Tv)	Wed. 9:30	WNBQ	31.7
2.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	21.5
3.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	15.0
4.	*Bugs Bunny*	(AAP)	M-F 6:30	WGN-TV	13.9
5.	*Secret Journal*	(MCA-Tv)	Sat. 10:00	WNBQ	12.6
6.	*The Honeymooners*	(CBS Film)	Thurs. 9:30	WGN-TV	12.5
7.	*San Fran. Beat*	(CBS Film)	Tues. 9:00	WGN-TV	11.6
8.	*City Detective*	(MCA-Tv)	Fri. 9:30	WGN-TV	11.5
9.	*Whirlybirds*	(CBS Film)	Thurs. 9:00	WGN-TV	11.3
10.	*Sheriff of Cochise*	(NTA)	Wed. 10:00	WNBQ	11.2

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	18.9
2.	*Gray Ghost*	(CBS Film)	Sat. 10:30	WTOP-TV	17.7
3.	*Martin Kane*	(Ziv)	Wed. 10:30	WRC-TV	13.8
4.	*Annie Oakley*	(CBS Film)	Fri. 7:00	WTOP-TV	13.6
5.	*Silent Service*	(NBC Film)	Tues. 10:30	WTOP-TV	13.0
6.	*Last of Mohicans*	(TPA)	Wed. 7:00	WRC-TV	12.9
7.	*Men of Annapolis*	(Ziv)	Tues. 7:00	WTOP-TV	12.3
8.	*Sheena*	(ABC Film)	Mon. 6:00	WMAL-TV	11.8
9.	*The Honeymooners*	(CBS Film)	Tues. 10:30	WRC-TV	11.4
10.	*State Trooper*	(MCA-Tv)	Fri. 10:30	WMAL-TV	10.8

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA-Tv)	Tues. 8:30	KSTP-TV	17.5
2.	*Secret Journal*	(MCA-Tv)	Thurs. 8:30	KSTP-TV	15:3
3.	*Dr. Christian*	(Ziv)	Sat. 9:30	WCCO-TV	14.7
3.	*Highway Patrol*	(Ziv)	Thurs.10:30	KSTP-TV	14.7
4.	*Popeye Clubhouse*	(AAP)	M-F 5:30	WCCO-TV	14.3
5.	*Studio 57*	(MCA-Tv)	Wed. 9:30	KSTP-TV	14.1
6.	*Death Valley Days*	(McC-E)	Sat. 6:00	WCCO-TV	12.9
7.	*Cisco Kid*	(Ziv)	Sat. 4:30	WCCO-TV	11.7
8.	*Annie Oakley*	(CBS Film)	Sat. 5:00	KSTP-TV	11.1
9.	*Mr. D. A.*	(Ziv)	Wed. 10:30	KSTP-TV	11.0
9.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 8:30	KSTP-TV	11.0
10.	*Abbott & Costello*	(Sterling)	Sat. 10:00 a.m.	WCCO-TV	10.6

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Badge 714*	(NBC Film)	Sun. 6:00	KING-TV	27.5
1.	*Whirlybirds*	(CBS Film)	Thurs. 7:00	KING-TV	27.5
2.	*Search For Adven.*	(Bagnall)	Mon. 7:00	KING-TV	25.8
3.	*Death Valley Days*	(McC-E)	Thurs. 9:00	KOMO-TV	24.1
4.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	23.8
5.	*Men of Annapolis*	(Ziv)	Fri. 10:00	KOMO-TV	22.9
6.	*Sheriff of Cochise*	(NTA)	Sat. 7:00	KING-TV	20.0
7.	*Silent Service*	(NBC Film)	Wed. 7:30	KING-TV	19.3
8.	*Judge Roy Bean*	(Screencraft)	Wed. 7:00	KING-TV	18.8
8.	*Kingdom of the Sea*	(Guild)	Tues. 7:00	KOMO-TV	18.8
9.	*Last of Mohicans*	(TPA)	Mon. 6:00	KING-TV	17.6
10.	*Studio 57*	(MCA-TV)	Fri. 7:00	KING-TV	16.7

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Frontier Doctor*	(H-Tv)	Mon. 10:00	KYW-TV	29.1
2.	*Highway Patrol*	(Ziv)	Tues. 9:30	WJW-TV	28.1
3.	*Silent Service*	(NBC Film)	Sat. 9:30	WJW-TV	25.8
4.	*Death Valley Days*	(McC-E)	Thurs.10:00	KYW-TV	23.5
5.	*Martin Kane*	(Ziv)	Sun. 9:30	KYW-TV	22.5
6.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	21.8
7.	*Secret Journal*	(MCA-Tv)	Sun. 10:00	WJW-TV	21.3
8.	*Popeye Clubhouse*	(AAP)	M-F 5:00	KYW-TV	21.1
9.	*Studio 57*	(MCA-Tv)	Fri. 10:00	KYW-TV	20.8
10.	*Ellery Queen*	(TPA)	T-W 9:30 Thurs.10:30	KYW-TV	20.6

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Dr. Christian*	(Ziv)	Wed. 9:30	WSB-TV	24.2
2.	*O. Henry Playhouse*	(Gross-Krasne)	Tues. 9:30	WSB-TV	21.7
3.	*Highway Patrol*	(Ziv)	Fri. 10:00	WAGA-TV	21.3
4.	*Badge 714*	(NBC Film)	Tues. 10:00	WSB-TV	19.6
5.	*Science Fict. Theatre*	(Ziv)	Tues. 9:30	WAGA-TV	15.3
6.	*Sheena*	(ABC Film)	Fri. 6:00	WLWA	14.7
6.	*Sheriff of Cochise*	(NTA)	Wed. 10:00	WSB-TV	14.7
7.	*Silent Service*	(NBC Film)	Sat. 9:30	WAGA-TV	13.1
8.	*Secret Journal*	(MCA-TV)	Fri. 10:00	WSB-TV	11.9
9.	*State Trooper*	(MCA-TV)	Wed. 10:00	WAGA-TV	11.8
10.	*Capt. David Grief*	(Guild)	Mon. 10:00	WSB-TV	11.3
10.	*Charlie Chan*	(TPA)	Thurs. 7:30	WSB-TV	11.3

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 9:30	WBNS-TV	41.0
2.	*Death Valley Days*	(McC-E)	Sun. 8:30	WBNS-TV	33.6
3.	*Hawkeye*	(TPA)	Sat. 9:30	WBNS-TV	28.9
4.	*Crusader*	(MCA-Tv)	Wed. 9:30	WLWC	25.1
5.	*Frontier Doctor*	(H-Tv)	Fri. 9:30	WTVN-TV	24.4
6.	*Sheriff of Cochise*	(NTA)	Fri. 9:00	WTVN-TV	19.3
7.	*Code 3*	(ABC Film)	Mon. 10:00	WLWC	17.3
8.	*O. Henry Playhouse*	(Gross-Krasne)	Fri. 10:00	WTVN-TV	16.7
9.	*Annie Oakley*	(CBS Film)	Mon. 6:00	WBNS-TV	15.7
10.	*Waterfront*	(MCA-Tv)	Fri. 10:15	WBNS-TV	14.7

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Whirlybirds*	(CBS Film)	Tues. 7:00	WBZ-TV	27.3
2.	*Frontier*	(NBC Film)	Fri. 10:30	WNAC-TV	21.8
3.	*The Honeymooners*	(CBS Film)	Sat. 10:30	WNAC-TV	21.7
4.	*Star Performance*	(Official)	Sun. 10:30	WBZ-TV	19.0
5.	*Gray Ghost*	(CBS Film)	Wed. 10:30	WBZ-TV	18.8
6.	*Capt. David Grief*	(Guild)	Tues. 8:30	WNAC-TV	18.5
7.	*Golden Playhouse*	(Official)	Wed. 7:00	WBZ-TV	18.4
8.	*Silent Service*	(NBC Film)	Fri. 7:00	WBZ-TV	18.2
9.	*State Trooper*	(MCA-Tv)	Sun. 10:30	WNAC-TV	18.0
10.	*Highway Patrol*	(Ziv)	Sat. 7:00	WBZ-TV	17.9

AAP SALE SNARLED BY LEGAL TANGLE

- **Stockholders get court stay**
- **NTA, UA suits may follow**

The proposed sale of majority stock in Associated Artists Productions Corp., New York, to National Telefilm Assoc., New York, was in a legal tangle last week. AAP was in the position of having at least one court action on its hands with the possibility of two others forthcoming.

Judge Matthew M. Levy Tuesday granted a stay of the proposed sale in New York Supreme Court, as an action by five minority stockholders of AAP (representing about 10,000 shares) was commenced. Defendants are Louis Chesler, AAP board chairman, Maxwell Goldhar and M. Max Schwebel, both vice presidents and directors. Mr. Goldhar also is secretary and treasurer. They represent the majority stockholders in AAP. A hearing on the move for a temporary injunction to stop the sale pending trial of the case was held Wednesday morning and continued to tomorrow (Tuesday).

At stake is the disposition of AAP. NTA in mid-November announced that the company had contracted to acquire "more than 50%" of AAP stock outstanding, and that it intended to purchase the balance of AAP stock. Purchase price then was estimated at $7.5 million [FILM, Nov. 18, *et seq.*].

The Plaintiffs' Complaint

The plaintiffs—David M. Harris, Charles H. Frank Jr., Michael Green, Marvin Richwald and Alex Rosenman—claimed that Messrs. Chesler and Goldhar entered into a contract to sell 50% of AAP stock to NTA for cash, debentures and stock of NTA even though a better contract for shareholders was offered by United Artists Corp. and subsequently approved by AAP directors, but not submitted to the stockholders.

Thus, they charged that the deal was entered into giving Messrs. Chesler and Goldhar immediate cash but disregarding minority stockholder rights.

The plaintiffs are represented by Ambrose Doskow of the law firm of Rosenman, Goldmark, Colin & Kaye, New York.

Meanwhile, it was reported that AAP already had been served with a summons by United Artists, alleging a breach of contract. To queries, UA stated flatly that it was "breaking a long-standing policy" of 20 years of cooperating fully with the press, but that in this particular instance it was unable to do anything but refuse comment.

It was understood that NTA had under consideration a proposed action against AAP Corp. but details were not available late Wednesday.

The AAP stockholder complaint charges that for some months prior to Nov. 1, 1957, AAP, through its president, was negotiating with United Artists Corp., seeking a sale by AAP of its assets or a sale by all its shareholders of their stock to United Artists. By Nov. 6, 1957, the complaint continues,

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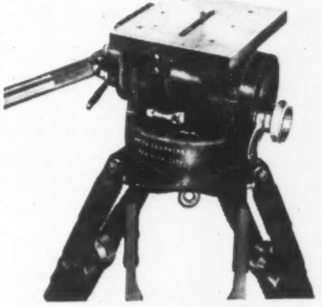

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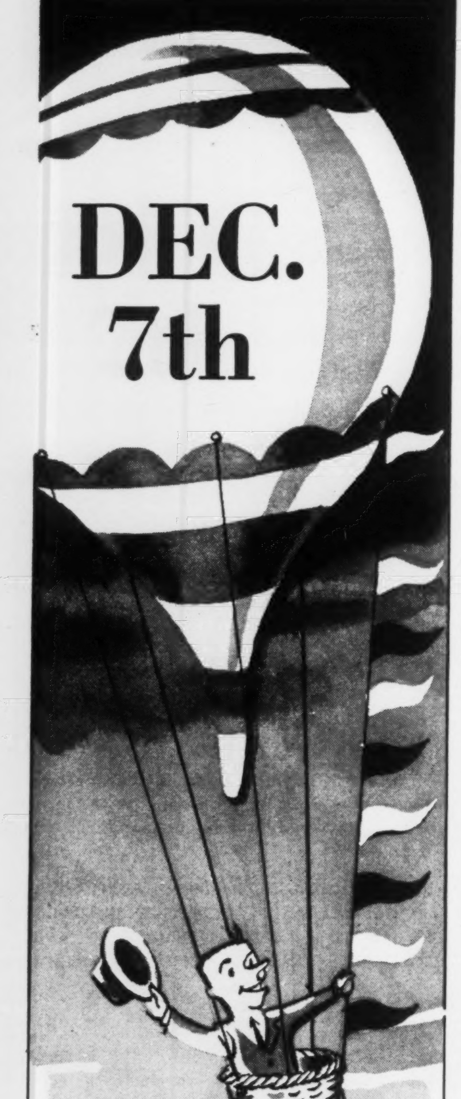
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these negotiations had reached a point at which a specific proposal was set down in writing by the president of AAP for submission to its board of directors.

"Under that proposal," the plaintiffs asserted, "the shareholders of AAP would have received $8 per share out of the liquidation of existing exhibition agreements and 50% of the proceeds of new exhibition agreements thereafter to be made, plus an additional $4 per share to the extent that such additional moneys were earned from new contract. The first $8 per share would have been guaranteed by United Artists to the extent of certain residual television interests valued at an estimated $8 million. At a meeting of the board of directors held on Nov. 6, 1957, the proposed transaction with United Artists was approved unanimously by the directors and the president of AAP was authorized to work out the technical details of the transaction with United Artists Corp."

Despite the negotiations with United Artists and the proposed transaction with that corporation, defendants Chesler and Goldhar engaged in negotiations with NTA, the complaint points out. It charges these negotiations were conducted by defendants Chesler, Goldhar and Schwebel "surreptitiously and without the knowledge of other directors of AAP and for the purpose of securing for themselves benefits which would not be made available to other stockholders." The complaint then refers to the agreement entered into by Messrs. Chesler and Goldhar with NTA and adds:

"In entering into said agreement, defendants Chesler and Goldhar violated their fiduciary duties as directors, officers and dominant stockholders of AAP to the substantial injury of AAP and its other shareholders."

It asked the court to "restrain and enjoin" the defendants during the pendency of this action and thereafter from carrying out any of the terms and provisions of the agreement with NTA. It also asked that the defendants be required to account to AAP for all damages caused to that corporation by the agreement with NTA and award the plaintiffs their costs and disbursements, including attorneys' fees.

Ziv Finds Banks Like Tv

Banks are increasing their use of tv film series at a faster rate than any other advertising category, according to a study released last week by Ziv Tv Programs. Ziv Tv, which compared sponsorship contracts for its programs during October 1955 and October 1957, found that the number of banks on its client list had increased by 182%.

Animation Suit Trial Date Set

The $250,000 plagiarism suit by Earl Klein, president, Animation Inc., Hollywood, against Mike Todd, film producer, will be tried March 18, 1958, before Los Angeles Superior Court. Mr. Klein said he and his staff designed and gave Mr. Todd a storyboard for the epilogue of "Around the World in 80 Days" but that Animation Inc. is not listed in the picture credits, although "the animated sequence for the title design was based on my storyboard, scene by scene." The suit was filed Dec. 27, 1956, shortly after the release of the film, by Aubrey I. Finn, attorney for Animation Inc.

TPA Reports $894,637 Profit For Fiscal Year Ended July 31

Television Programs of America had a profit of $894,637 after taxes for the fiscal year ended July 31, 1957, Milton A. Gordon, president, announced last week.

Current assets as of that date amounted to $11,006,384 and current liabilities $5,418,448. Working capital at the end of the fiscal year was $5,588,384. Both domestic sales and foreign sales, under Michael M. Sillerman, vice president, and Manny Reiner, vice president for foreign operations, respectively, show major gains in comparison to the preceding year, Mr. Gordon said.

TPA now has 14 half-hour filmed programs on the air in the U. S., 12 of which also are telecast abroad in 24 countries.

In production are *Adventures of Tugboat Annie*, *New Adventures of Charlie Chan*, *Thunder Ridge*, *Airline Hostess*, *Dude Ranch* and additional episodes of *Fury*.

Desilu Completing Purchase Of Two RKO Studio Properties

"Paper work is in progress" for winding up Desilu Productions' purchase of the RKO Gower Street Studio in Hollywood and RKO Pathe Studio in Culver City, Calif., from RKO Teleradio Pictures [FILM, Nov. 25], Martin Leeds, Desilu executive vice president, said Thursday.

Mr. Leeds declined to comment on the reported purchase price of $6.15 million for the RKO properties, which include 26 sound stages—15 at Gower Street and 11 at RKO Pathe, giving Desilu a total of 35 with its present nine at Motion Picture Center in Hollywood—plus 40 acres of land.

The deal probably will be concluded in a couple of weeks, Mr. Leeds estimated. He said that there are no immediate plans for disposing of the Motion Picture Center property and that Desilu hopes to be able to utilize all of the 35 studios both for its own programs and for those of other tv film companies to whom it leases facilities.

RANDOM SHOTS

Robert Lawrence Productions, N. Y., producer of tv film commercials and industrial films, has expanded its studio facilities, leasing two-story building directly across from company's main headquarters on W. 54th St.

AD-Staff, Hollywood commercial creator and program consultant, and Tv Cartoon Productions, S. F., have made reciprocal agreement giving San Francisco animation firm musical and creative resources of Ad-Staff which receives sales and service representation in San Francisco.

Screen Gems announces tv series titled *Combat Correspondent, USMC* went into production last week.

School 'Guidepost' on KTLA (TV)

KTLA (TV) Los Angeles inaugurated a daily school series, *Guidepost*, from 10:30-11 a.m., according to an announcement by Gil Martyn, KTLA director of public service and public affairs, and George Lang, supervisor for radio-tv education for the Los Angeles city schools. Specialist teachers are featured in different subjects each day. Schools are advised of programs and urged to use the show as a teaching aid. KTLA is presenting *Guidepost* from its studios at a cost of more than $2,500 weekly, sustained by the commercial station.

Indiana Offers On-Job Training

Junior-year students of Indiana U. will be placed in summer jobs at stations in the state, according to a joint announcement by Prof. E. G. Sulzer, head of the university radio-tv department, and Les Spencer, general manager of WKBV Richmond and president of the Indiana Broadcasters Assn. An IBA objective in the internship program, according to Mr. Spencer, is to develop and train broadcasters. The program begins next summer.

CBS Fund Makes Grant to Barnard

An unrestricted grant of $1,000 to Barnard College, New York, was announced last week by CBS Foundation Inc. as a result of the 15 years of service to CBS by Dorothy Boyle, manager of program statistics. The grant is made under a plan whereby grants are made to independent colleges and universities based on the length-of-service records of women graduates employed by CBS or its divisions.

EDUCATION SHORTS

Metropolitan Educational Television Assn. and New York City Board of Education announce *Excursion in English* will be new eight-week series replacing *Biology One*, which concluded last Wednesday on WPIX (TV) 11-11:30 a.m. Other in-school courses seen Monday-Friday on WPIX at that time are *The Science Corner* (Monday), *Spotlight on Asia* (Tuesday), *Tune-up Time* (Thursday) and *Careers in Focus* (Friday, starting Dec. 6).

Ohio State U.'s 1958 American Exhibition of Educational Radio-Tv Programs' closing date is Jan. 2. Entry blanks and additional information may be secured from Dr. I. Keith Tyler, Institute for Education by Radio-Tv, Ohio State U., Columbus 10, Ohio. Purpose of exhibition is to further broadcasting of "significant" educational programs by singling out for special honors outstanding U. S. and Canadian series. Winner will be announced May 12, 1958.

San Francisco State College's students of radio-tv techniques are utilizing KSFO San Francisco studios as laboratories each Sunday, 6:05 to 6:45 p.m., and go on air in place of station's announcers and dj's. Students write own material and choose own records. Faculty members grade them on production and on-mike qualities. Scholarship to S. F. State's Frederic Burk Foundation will be awarded to student with highest score.

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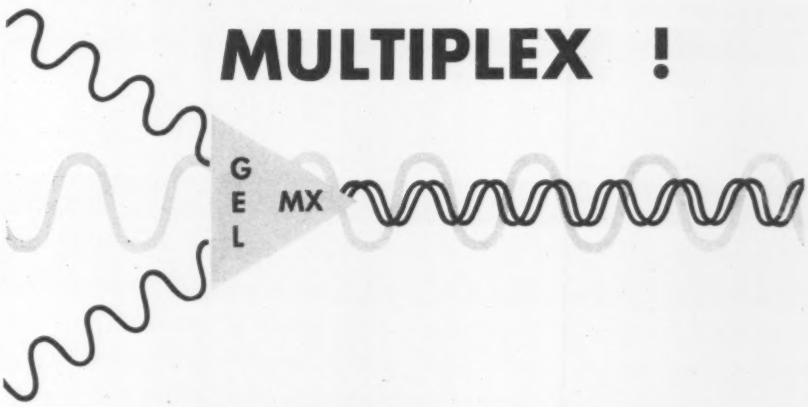

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AWRT GROUP IMPANELS PANELISTS

- **Network panel show producers air views on what makes news**
- **'Producers showcase' questioned by 100 members of AWRT unit**

Riddle: What sort of broadcast producer can afford to ignore the element of sponsorship? Answer: The producer of a Sunday afternoon panel show, whose product pays off for a network in terms of public service and newspaper publicity.

Producers of the Sunday probes became the probed Tuesday night as the Washington chapter of American Women in Radio & Television staged a "producers showcase" meeting. They were questioned by a panel of nearly 100 AWRT members and guests drawn from ranks and management of networks, stations, Washington officialdom and reporters who are panel show veterans.

The meeting was the first time the battlers for Monday headlines have appeared in a common forum. They closed ranks to present a solid front on some questions and split on others. Each had a five-minute say about his own show before the question-answer session, moderated by Beryl Hines, associate producer of CBS-TV's *Face the Nation* and president of the Washington chapter of AWRT.

Producers in the "showcase" were Theodore Granik, *Youth Wants to Know,* NBC-TV; Ruth Geri Hagy, *College News Conference,* ABC-TV; Ted Ayers, *Face the Nation,* CBS-TV, and John Secondari, *Open Hearing,* ABC-TV. Veteran panelists who framed some of the questions included William Hines of the *Washington Evening Star,* Max Freedman of the *Manchester* (England) *Guardian,* Dan O'Connor of the *Detroit Times* and others.

The experts agreed on a few things. Science—a hot topic ever since Sputnik I—will continue to dominate their show agendas for some time to come. Sponsors—scarce on Sunday afternoon shows from time immemorial—will continue that way. They also agreed that 30 minutes is a good length for the public-affairs panel program.

They split on other subjects, as they were needled on such questions as the use of women on show panels, how to make missile talk intelligible to the old lady in Dubuque and their feelings on how the White House handled news of the President's three major illnesses (the break on the chief executive's cerebral occlusion came some hours before the Tuesday meeting, affecting attendance and discussion).

Some of their opinions:

On sponsorship—Mr. Granik: "Controversy is a difficult thing to sell. Sponsors hesitate to identify with either side . . . . And there's the Sunday element. Some don't feel the time has a large audience potential. . . . Some times when the show is sponsored, we don't have so great a freedom of choice as when we are unsponsored." Mrs. Hagy: "I think these public affairs programs should not be sponsored. Tv should make enough money from entertainment to support honest journalism."

On science—Mr. Ayers: "We've been on a science jag for six weeks, and I can't see any hope of getting off it."

On subject matter—Mr. Ayers: "Pick a topic." Mrs. Hagy: "Sometimes you can make it hotter. . . . We use our intuition . . . try to think ahead and outguess the competition."

On purpose of the programs—Mr. Granik: "To amplify the news." Mrs. Hagy: "We are trying to make history in addition to covering news. . . . Our program's responsibility to its audience is the same that a newspaper has to its home town—to influence the solution of problems." Mr. Secondari: "I don't worry about headlines. The purpose of televising public affairs is to present news."

On technical talk in broadcasts—Mr. Ayers: "I don't worry much about this." Mr. Secondari: "The greatest success always comes to works that are intellectually honest and adhere to the level demanded by the idea involved. People will reach up to grasp an idea." Mrs. Hagy: "You can't always devote so much time to exposition of an idea as to getting a new angle on the news. There is a conflict."

On women—Mr. Granik: "I'm trying to start a new show, *Women Want to Know.*" Mrs. Hagy: "We don't want to be segregated. We want to be accepted strictly on our merits." Earlier she said she had found being a woman no handicap in television.

On technique—Mr. Secondari: "If you want an answer from someone, you've got to give him a chance to talk."

On flexibility to meet late news breaks and crises raised by unreliable guests—Producers agreed that developments on the president's illness didn't yet warrant scrapping earlier plans and substituting topics and guests related to the White House situation, as sometimes must be done. Mr. Granik told about getting a senator out of bed at the Sheraton Park and downstairs to NBC's hotel studios to appear when a guest reneged. Another time he improvised a mock convention by students on *Youth Wants to Know,* when the candidate scheduled to appear couldn't get off the floor at the national party convention.

On timeliness—Mrs. Hagy: "My grandson never watches *College News Conference* but looks at children's shows. When he asked me what we were doing now, I told him we were dealing with outer space. 'Oh, we did that 10 years ago,' he commented."

Southern California Fms Start Airing TeleVerter Announcements

A majority of the commercial fm-only stations in Southern California have started broadcasting "industry service" spots for TeleVerter as an audience building project sponsored by the new Fm Broadcasters of Southern California [Trade Assns., Nov. 18], Jack Kiefer, KMLA (FM) Los Angeles, chairman, said Thursday.

Stations individually will not be paid for the announcements for the device (which permits fm reception through a tv set), but the association will receive $1 for each unit sold in the area from the distributor, Scope Distributors Inc. The association will spend the money so received to promote fm listening.

The association has received letters from

THEODORE GRANIK
YOUTH WANTS TO KNOW
RUTH GERI HAGY
COLLEGE NEWS CONFERENCE
JOHN SECONDA
"OPEN HEARIN

NETWORK PANELISTS *bury the hatchet at a meeting of American Women in Radio and Television: left to right, seated: Theodore Granik, NBC-TV* Youth Wants to Know; *Ruth Geri Hagy, ABC-TV* College News Conference; *John Secondari, ABC-TV* Open Hearing; *standing: Mrs. Beryl Hines, CBS-TV, president of Washington Chapter, AWRT; Steve McCormick of* Youth Wants to Know *and Mary Lois Dramm, WRC-AM-FM-TV Washington, hospitality chairman. Absent from photo: Ted Ayers, CBS-TV,* Face the Nation.

fm broadcasters throughout the country asking for organization details and expressing interest in forming similar associations in other areas, Mr. Kiefer said. If other fm station groups do form such area associations, he said, there is a possibility of establishing a national organization with which the regional associations could affiliate for the general advancement of fm broadcasting.

National Radio Spot Up 30.9%, Says SRA

Station Representatives Assn. last week reported that estimated national spot radio sales for the first nine months of 1957 totaled $144,462,000, representing a 30.9% increase over figures for the corresponding period of 1956.

The estimated figures, compiled for SRA by Price, Waterhouse Co. from information supplied by association members, also show that total sales for the third quarter of 1957 amounted to $49,067,000, compared to $34,267,000 for the same period of 1956.

Lawrence Webb, managing director of SRA, commented that "there appears to be no let-up in the national spot radio pace." He expressed the belief that total estimated sales for 1957 will approach $200 million.

NARTB Information Access Unit Sets Meet Dec. 12 in New York

NARTB's newly constituted Freedom of Information Committee, named Tuesday by President Harold E. Fellows, goes into action Dec. 12 at a critical point in the history of media access to public events.

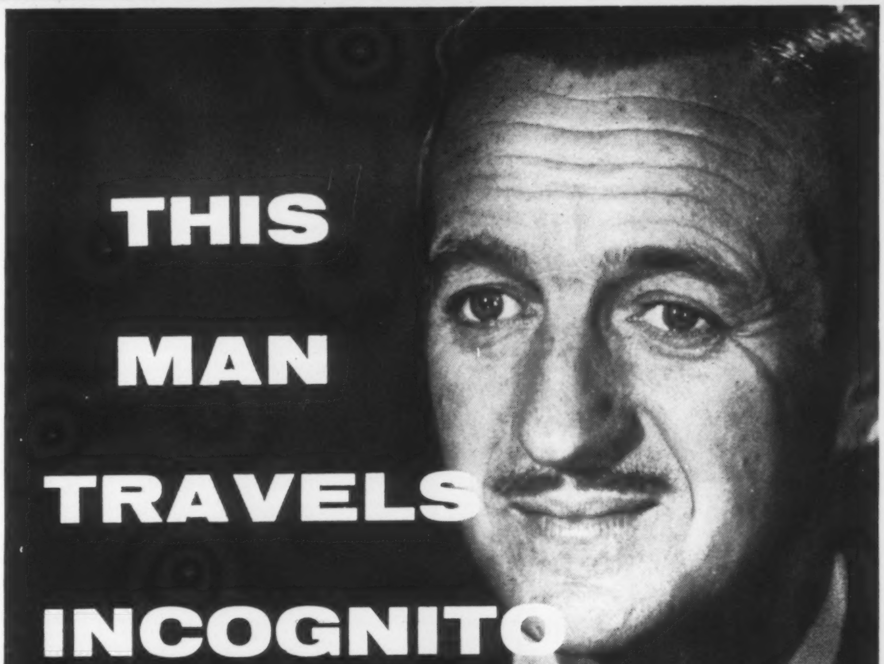
The committee's top assignment will be development of ways to cope with the latest blow to information freedom—the report of an American Bar Foundation special committee opposing any important change in Canon 35 [TRADE ASSNS., Nov. 4]. This canon of the American Bar Assn., of which ABF is a separately chartered unit, opposes visual or any electronic broadcast coverage of court trials.

ABA's House of Delegates, ruling body of the association, will meet Feb. 24-25 in Atlanta. The special committee report will be submitted at that time. Another ABA committee, the Bar-Media Conference Committee headed by Judge Walter M. Bastian of the U. S. Court of Appeals, District of Columbia, is expected to submit a report on the subject at the ABA meeting.

Robert D. Swezey, WDSU-AM-TV New Orleans, has been reappointed chairman of the NARTB Freedom of Information Committee by President Harold E. Fellows. The group's Dec. 12 meeting will be held at the Waldorf-Astoria, New York.

Other members of the newly constituted committee are:

Edward F. Baughn, WPAG Ann Arbor, Mich.; Otto P. Brandt, KING Seattle; Joseph L. Brechner, WERC Erie, Pa.; Carl J. Burkland, WAVY Norfolk, Va.; Richard O. Dunning, KHQ Spokane, Wash.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Henry H. Fletcher, KSEI Pocatello, Idaho; Frank P. Fogarty, WOW-TV Omaha, Neb.; John S. Hayes, WTOP-AM-TV Washington;



This star-studded series has a million dollar look—actually is **now at lowest cost per thousand.** Used in unlimited combinations, **David Niven in Star Performance**, assumes every kind of programming role . . . and runs away with ratings, making him a top spot carrier.

OFFICIAL FILMS, INC.
25 West 45th Street, New York, N. Y.

REPRESENTATIVES: Atlanta • Beverly Hills • Chicago • Dallas • Minneapolis • San Francisco • St. Louis

...its words to the wise are sufficient

"TelePrompTer helped us earn our reputation for superior live programs. Now we can guarantee the advertiser the natural assured delivery he anticipates and deserves. Even a food freezer salesman can't "freeze" on-camera with TelePrompTer."

TELEPROMPTER
CORPORATION'S
NEW
MODEL V TELEPROMPTER

Mr. Frederick R. Griffiths
Operations Manager
WJAR-TV
Providence, Rhode Island

TELEPROMPTER
CORPORATION
Jim Blair, *Equip. Sales Mgr.*

311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

Our new TelePro 6000 rear screen projector reproduces every picture with the clarity and brightness of the original.

THE THIRD annual membership meeting of Television Bureau of Advertising [AT DEADLINE, TRADE ASSNS., Nov. 25] saw these men elected as board officers. L to r: W. D. Rogers, KDUB-TV Lubbock, Tex., outgoing chairman; Norman Cash, TvB president; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va., new chairman; Roger W. Clipp, WFIL-TV Philadelphia, re-elected secretary, and George B. Storer Jr., Storer Broadcasting Co., new treasurer. Other new board members elected: Campbell Arnoux, WTAR-TV Norfolk, Va.; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; Richard A. Moore, KTTV (TV) Los Angeles, Calif.; A. W. Dannenbaum Jr., Westinghouse Broadcasting Co.; Payson Hall, Meredith Engineering Co.; Joseph S. Weed, Weed Television Corp., and John Blair, John Blair & Co.

Joseph Herold, KBTV (TV) Denver; Daniel W. Kops, WAVZ New Haven, Conn.

H. William Koster, WEAN Providence, R. I.; Robert T. Mason, WMRN Marion, Ohio; Robert L. Pratt, KGGF Coffeyville, Kan.; Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W. Va.; Victor A. Sholis, WHAS-TV Louisville, Ky.; P. A. Sugg, WTVT (TV) Tampa, Fla.; John Daly, ABC; Sig Mickelson, CBS; William McAndrew, NBC; Robert Hurleigh, MBS; Theodore F. Koop, CBS, representing Radio Television News Directors Assn. as observer.

Anderson to Address Ad Council

Robert B. Anderson, Secretary of the Treasury, will deliver a major address at the annual dinner of the Advertising Council this evening (Monday) at the Biltmore Hotel, New York. At the same event, Sidney J. Weinberg, partner in Goldman, Sacks & Co., will be awarded the council's public service award.

McDonald Heads Copyright Unit

Joseph A. McDonald, NBC, has been named chairman of the new NARTB Copyright Committee by President Harold E. Fellows. Other members are Cy N. Bahakel, Bahakel Stations; Ian A. Elliot, KATL Miles City, Mont.; Leonard H. Higgins, KTNT-TV Tacoma, Wash.; Philip G. Lasky, KPIX (TV) San Francisco; Lee Little, KTUC Tucson, Ariz.; Nathan Lord, WAVE-TV Louisville; James H. Moore, WSLS Roanoke, Va.; Robert R. Tincher, WHTN Huntington, W. Va.; J. Pattison Williams, WING Dayton, Ohio, and Gunnar O. Wiig, WROC-TV Rochester, N. Y.

NARTB, WRVA-TV Issue Booklet

A new booklet, "So You're Going on Tv," has been published by NARTB in cooperation with WRVA-TV Richmond, Va. The booklet, designed to serve as a guide to nonprofessionals, will be made available at cost to NARTB members.

NRDGA to Hear Radio-Tv Data

The 47th annual convention of the National Retail Dry Goods Assn. will be held at the Hotel Statler in New York Jan. 6-9. A panel session on sales promotion on Jan. 9 will include a report by Joe Feller, president, Joe Feller Ltd., Ottawa, Canada, on the use of television by retail outlets, and one by Dick Edwards, chairman of the board, Bright Stores Inc., Lansford, Pa., on the use of radio.

AMST Sets Meeting at KVOO-TV

The 20-member board of the Assn. of Maximum Service Telecasters will hold a meeting Wednesday in the new broadcast facilities of KVOO-TV Tulsa, according to Jack Harris, AMST president and vice president-general manager of KPRC-TV Houston. Host director for the meeting will be Harold Stuart, KVOO-TV president.

Prior to the board meeting, the AMST technical committee under chairman Joe Epperson, engineering vice president of WEWS (TV) Cleveland, Ohio, will convene at the same site tomorrow (Tuesday).

FCBA to Hear NARTB's Fellows

The Federal Communications Bar Assn. will hear Harold E. Fellows, president of the NARTB, at its luncheon meeting Dec. 10 at the Willard Hotel, Washington.

Ga. Institute Invites Students

Potential radio-tv careerists from high school student bodies are being invited to attend the 13th annual Radio & Television Institute at the Henry W. Grady School of Journalism, U. of Georgia, Jan. 30-31. The Georgia Assn. of Broadcasters, cosponsors of the meeting with the Grady School, is asking each station manager to bring a student, selected by station and school, according to John W. Jacobs of WDUN Gainesville, president of GAB, and George W. Patton of WBML Macon, chairman of the GAB education committee.

N. J. Assn. Elects Struckell

The New Jersey Broadcasters' Assn. elected John Struckell of WFPG Atlantic City president of the organization at its 11th annual meeting and radio institute last month in Atlantic City. He succeeds Jerome P. McCarthy, general manager of WTOA Trenton. Robert B. Macdougall, director of educational activities, WAAT-WATV (TV) Newark, was re-elected secretary-treasurer. Principal speaker at the meeting, held in cooperation with Rutgers U., was James L. Howe, one of the founders of NJBA and now president of WIRA Fort Pierce, Fla.

TRADE ASSOCIATION SHORTS

Southern California Broadcasters Assn. reports it has accepted KMLA (FM) Los Angeles into full membership following a unanimous vote by the SCBA board to upset precedent and admit fm stations into organization, which now lists 63 radio stations and networks as members.

Reader's Digest; Great Wall Adv., Manila, Philippines; **Bill Simpson Jr. Adv. Inc.**, Tampa, Fla, and **V. Kirk Wiles Adv.**, Huntington, W. Va., elected to membership of Advertising Federation of America, N. Y.

UPCOMING

December

Dec. 6: NARTB Fm Committee, NARTB Hdqrs., Washington.

Dec. 6: Board of Governors, Canadian Broadcasting Corp., House of Commons, Ottawa.

Dec. 9: UP newspaper editors of New York State, Hotel Syracuse, Syracuse.

Dec. 10: NARTB Am Committee, NARTB Hdqrs., Washington.

Dec. 18: "Resurgent New England," state broadcaster group organization meeting, Vendome Hotel, Boston.

January

Jan. 17-19: Advertising Assn. of the West, midwinter conference, Hotel del Coronado, San Diego.

Jan. 24-26: American Women in Radio & Tv, annual Sight and Sound Seminar, Hotel Biltmore, Palm Beach, Fla.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NARTB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

Feb. 13-15: 11th annual Western Radio and Tv Conference, Bellevue Hotel, San Francisco.

April

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 27-May 1: NARTB 36th Annual Convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: 36th annual Broadcast Engineering Conference, Statler Hotel, Los Angeles.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

GE's Dr. W. R. G. Baker Honored on Retirement

Dr. W. R. G. Baker, vice president of General Electric Co. since 1941 and president of Electronic Industries Assn., retired last Saturday. One of the leading figures in electronic development, Dr. Baker left GE on his 65th birthday under provisions of its pension plan.

DR. BAKER

Chancellor William P. Tolley of Syracuse U. announced that Dr. Baker has been appointed research vice president in charge of the institution's contract research program.

In announcing Dr. Baker's retirement, Cramer W. Lapierre, vice president of GE's electronic-atomic-defense systems group, said he had given the company "more than 34 years of loyal and outstandingly effective service." For many years he was director of the GE electronics division. During his regime electronic equipment sales took a high place in company business and an electronics plant and research center was developed near Syracuse.

When three electronics divisions were set up in 1956, Dr. Baker was made a consultant to the company's executive office. He has been honored by many professional and business associations for his contributions to electronics. In 1947 he was president of Institute of Radio Engineers and is in his second term as EIA president. Both groups have awarded him their medals of honor. The Army awarded him its medal of freedom citation in 1953. Next March he will receive the founders award of IRE, bestowed on special occasions to outstanding administrative leaders in the radio and electronics fields. He will be the fourth person to receive the award since IRE was founded in 1912.

Dr. Baker was active in developing and directing the two committees that recommended television engineering standards, paving the way for commercial monochrome telecasting in 1941 and color tv in 1953. Last summer he retired because of ill health from membership on the Television Allocations Study Organization.

GE's pioneer tv station at Schenectady, N. Y., WRGB (TV), uses Dr. Baker's initials in recognition of his contributions to company developments and to the entire industry.

Fancher Sees Transistor Boom

A prediction was made last week by H. Brainer Fancher, general manager of the General Electric Co.'s semiconductor department, that the increasing use of transistors will be instrumental in the expansion of the electronics industry from a total new equipment sales volume of $6.9 billion in 1957 to about $12.5 billion in 1967. He told a meeting of the Cleveland Society of Security Analysts that use of transistors in new equipment will grow from 12% this year to 80% in 1967; the total sales figures for the semiconductor industry will rise from $140 million this year to $200 million in 1958 and $1 billion in 1967, and transistor sales in 1958 will increase 50% over those in 1957 to about $105 million.

Radio Set Shipments Up Half-Million; Tv Down

Shipments of radio sets to dealers by manufacturers are running over a half-million ahead of last year, according to a nine-month report by Electronic Industries Assn. (formerly RETMA). Tv shipments are running behind 1956.

EIA announced that 5,844,280 radio sets had been shipped through September compared to 5,326,820 in the same nine months of 1956. Shipments in the month of September totaled 1,056,274 compared to 833,624 in September 1956.

Shipments of tv receivers totaled 4,249,775 in the first nine months of 1957 compared to 4,578,983 in the same 1956 period. September shipments totaled 789,675 sets compared to 827,873 in the same 1956 month.

Following are radio shipments to dealers by states during the first nine months of 1957:

State	Total	State	Total
Alabama	69,591	New Jersey	239,221
Arizona	27,900	New Mexico	16,987
Arkansas	27,649	New York	904,824
California	449,289	North Carolina	87,230
Colorado	39,544	North Dakota	14,417
Connecticut	84,856	Ohio	336,428
Delaware	10,457	Oklahoma	52,686
D. of C.	54,753	Oregon	48,502
Florida	129,956	Pennsylvania	445,364
Georgia	105,792	Rhode Island	35,275
Idaho	13,135	South Carolina	37,112
Illinois	494,331	South Dakota	14,127
Indiana	107,358	Tennessee	76,987
Iowa	63,321	Texas	258,862
Kansas	48,924	Utah	18,641
Kentucky	84,608	Vermont	13,160
Louisiana	85,872	Virginia	90,073
Maine	33,712	Washington	80,714
Maryland	114,358	West Virginia	43,745
Massachusetts	220,497	Wisconsin	125,978
Michigan	256,035	Wyoming	6,771
Minnesota	95,487		
Mississippi	33,658	U. S. TOTAL	5,830,237
Missouri	153,244	Alaska	3,080
Montana	15,668	Hawaii	10,963
Nebraska	34,721		
Nevada	8,070	GRAND	
New Hampshire	20,347	TOTAL	5,844,280

Following are tv set shipments to dealers by states for the first nine months of 1957:

State	Total	State	Total
Alabama	61,066	Indiana	105,874
Arizona	26,446	Iowa	47,489
Arkansas	36,045	Kansas	48,863
California	421,641	Kentucky	70,057
Colorado	34,324	Louisiana	77,693
Connecticut	69,346	Maine	23,566
Delaware	9,899	Maryland	58,315
D. of C.	44,770	Massachusetts	128,059
Florida	145,657	Michigan	162,562
Georgia	83,476	Minnesota	65,002
Idaho	13,183	Mississippi	35,741
Illinois	255,795	Missouri	100,059

VIRGINIA
Television Market
Rankings*

ROANOKE IS FIRST IN ALL CATEGORIES EXCEPT TV HOMES, WITH ONLY 3.2% DIFFERENCE THERE!

● *FAMILIES*

✓ Roanoke	436,700
Norfolk	386,400
Richmond	337,400

● *POPULATION*

✓ Roanoke	1,759,200
Norfolk	1,514,900
Richmond	1,360,200

● *RETAIL SALES*

✓ Roanoke	$1,554,643,000
Norfolk	$1,399,667,000
Richmond	$1,289,155,000

● *TELEVISION HOMES*

Norfolk	313,299 (81.2%)
✓ Roanoke	303,598 (69.5%)
Richmond	243,778 (72.3%)

Norfolk has 3.2% more TV Homes than Roanoke, BUT — Roanoke has 11.7% more Retail Sales Dollars to influence!

Contact Peters, Griffin, Woodward for choice availabilities!

*All figures from Television Magazine 1957 Marketbook and S M "Survey Of Buying Power."

WDBJ·tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by the *Times-World Corp.*

Montana	19,673	Tennessee	70,256
Nebraska	31,207	Texas	228,081
Nevada	6,747	Utah	17,931
New Hampshire	11,313	Vermont	8,635
New Jersey	155,420	Virginia	68,172
New Mexico	16,930	Washington	64,229
New York	500,353	West Virginia	43,478
North Carolina	84,327	Wisconsin	125,978
North Dakota	14,529	Wyoming	8,393
Ohio	237,195		
Oklahoma	46,908	U. S. TOTAL	4,238,473
Oregon	42,565	Alaska	2,887
Pennsylvania	291,539	Hawaii	8,415
Rhode Island	22,904		
South Carolina	33,905	GRAND TOTAL	4,249,775
South Dakota	14,930		

Defense Electronic Bill Zooms

Electronic spending by the Dept. of Defense will reach $3.5 billion in 1957, far exceeding the $2.8 billion in the 1956 fiscal year, according to an estimate by Electronic Industries Assn. (formerly RETMA). Fourth quarter spending was estimated at a little over $1 billion compared to $772 million in the same 1956 period.

During 1957, the top item of electronic spending was in the guided missile field, amounting to $1.1 billion compared to $628 million in 1956. Aircraft electronic gear totaled $1.08 billion for the fiscal year.

MANUFACTURING SHORTS

Audio Devices Inc., N. Y., announces new manufacturing division for production of silicon rectifiers, located in Santa Ana, Calif.

RCA has compiled booklet describing its electronic equipment of particular interest in educational field, including tv cameras, controls and accessories for use in educational tv and audio and video apparatus for radio-tv broadcasting requirements. Booklets can be obtained from L. L. Lewis, educational administrator with RCA's broadcast and television equipment sales, Camden, N. J.

TelePrompTer Corp., N. Y., three months after introduction of its Telepro 6000 (rear screen slide projector), reports it is being used by over 30 tv stations. Telepro sales have exceeded $100,000.

Minnesota Mining & Manufacturing Co., Dept. M7-369, St. Paul, announces "Scotch" brand magnetic tape No. 200. Tape is made from "tensilized" polyester film which is reportedly double strength of other double play tapes. (Double play is term applied to recording tapes with thin, ½ mil backing, allowing twice as much to be wound on reel, therefore providing double recording-playback time.) As result of tensilizing process, ¼-inch-wide No. 200 reportedly will withstand pull of 3.6 pounds before stretching—as compared to 1.8 pounds for other double play tapes. Four hours of playing time is contained on seven-inch reel (2,400 feet of tape at 3¾ inches-per-second) while 10½-inch holds 4,800 feet and will play for 16 hours at 1⅞ inches-per-second. No. 200 tape is treated with company's patented silicone lubrication process that provides protective film between tape and magnetic head to cut down head wear. Price: 7-inch reel of tape, $11.95, 10-inch reel $26.90.

LAY GROUP FORMS TO OPPOSE PAY TV

- **Founders from veterans groups**
- **But they deny any connection**

Formation of a citizens' committee against subscription television was announced last week. Known as American Citizens Television Committee Inc. (ACT), the group's founders comprise five Washington residents—three of whom are public relations directors of veterans organizations, one a former public relations director of a veterans group, and the fifth a Washington attorney.

ACT's goal, according to an announcement issued today (Monday), is the organizing of a national educational campaign to inform the American people "of the pitfalls and dangers of pay-tv."

Organizers of the committee are Wilson McCarthy, public relations director, Veterans of Foreign Wars; Rosario Scibilia, public relations director of Catholic War Veterans; Venlo Wolfsohn, formerly public relations director of AMVETS and now public relations director of National Lumberman's Assn.; Warren Adler, public relations director of Jewish War Veterans, and Harvey Rosenberg, Washington attorney. The headquarters of ACT is 1010 Vermont Ave., room 507.

The committee announced that it is making plans to enlist the support of organizations and individuals in a "mammoth" grass roots effort to forestall what is called "the biggest give-away in the history of the United States."

According to Mr. Adler, who spoke for the committee, "The American people, who have invested 83% of all the money that has gone into television and are still investing it, have been asleep at the switch while pay tv promoters, dazzled by the lure of enormous profits, have carefully set the stage for usurping the free air over America.

"The ultimate result of even the smallest inroads which might be made by pay tv will sound the death-knell for free tv as we know it today, with Joe Citizen putting his milk bill, or part of his car payments, or the money set aside for Junior's shoes into a new kind of juke box to see pretty much the same programs he and his family are now seeing under the present system.

"The issue is a moral as well as an economic one. Grave questions, such as freedom of the airwaves, the basic rights of millions of Americans and indifference to public welfare, are involved in the pay-tv controversy."

The committee announced that it will organize local chapters throughout the country and will coordinate group education programs to reach as many Americans as possible.

Although the group was organized by officials of veterans organizations, key members strongly disclaimed any relationship between the committee and their organizations. "We are doing this entirely on our own," one of the founders said.

However, resolutions opposing toll tv have been passed at recent conventions by VFW, AMVETS and JWV. Only two weeks ago

BROADCAST MUSIC INC., New York, last week unveiled a new office machine to speed up logging of network and local station performance of BMI song titles and tabulation of payments due BMI composers. Developed by BMI in collaboration with its auditing firm, Ernst & Ernst, and built by Taller & Cooper Inc., the machine features a "breakthrough in automation" device whereby the operator can feed both fixed (song titles) and variable data (performance) into the system. The machine is said to have application to other business systems for inventory, purchase and production control. Examining the installation are Israel Diamond, director of logging operations (l), and Charles A. Wall, vice president-treasurer of BMI. The operator is Joan Brown.

the major circuit membership Theatre Owners of America voted unanimously against any form of pay tv [PROGRAM SERVICES, Nov. 25].

ACT is the first lay organization organized to fight toll tv. The other national organization which has been active in opposing subscription television is the exhibitor-dominated Joint Committee on Toll Tv.

Selectivision Pay Tv System Eager to 'Wed' Movie Business

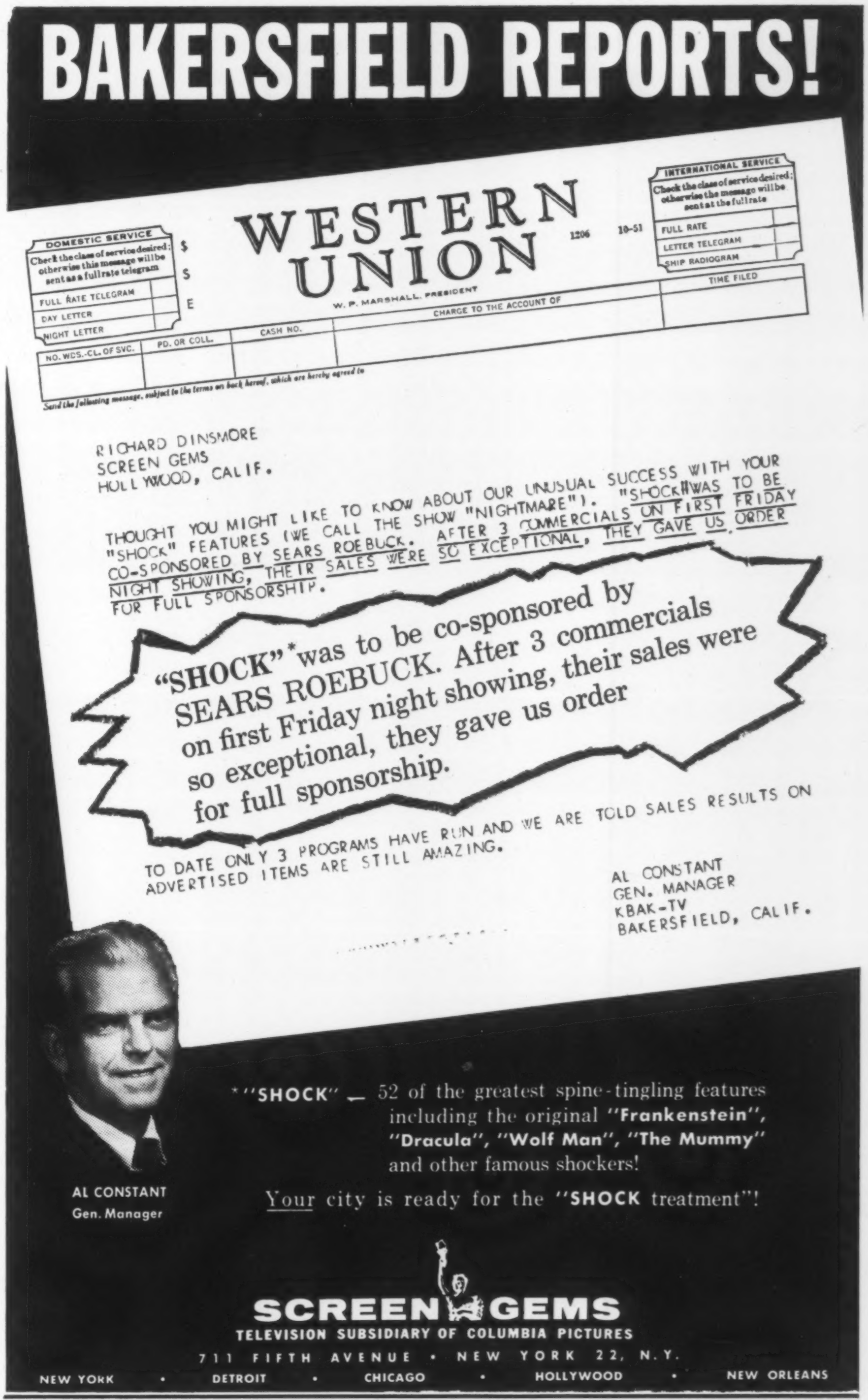
What is Selectivision? That's the name of the toll tv system which a Bernard L. Goldenberg revealed at the Theatre Owners of America convention two weeks ago in Miami [PROGRAM SERVICES, Nov. 25]. No one—at the convention or out—had heard of Mr. Goldenberg before.

Mr. Goldenberg told BROADCASTING last week that he would be ready by Jan. 1 to launch operation of a closed-circuit pay tv system "eager to wed itself to the theatre business." He said he had signed eight theatres in the New York metropolitan area. These theatres, he said, were associated with the Associated Prudential Circuit, the Interboro Theatre Circuit and Lane Enterprises. An executive of Associated Prudential confirmed this agreement, but refused to give details. Mr. Goldenberg said Selectivision will bear the entire cable costs from theatres to a home tv set. The public will buy punch cards from these theatres, he said, and each set owner will be charged $1.50 per program. The card will have a circuit imprinted which not only will activate the movie "channel" but will also record its use for billing purposes. Revenues will be divided equally between the exhibitor and Selectivision, he declared. Associated with Mr. Goldenberg in this venture, it is understood, is a west coast financier whose identity could not be ascertained at the present time.

L. A. Accepts Toll Tv Bonds

Bonds of $100,000 each—filed by Skiatron Tv Inc. and jointly by International Telemeter Corp. and Fox West Coast Theatres Corp. as guarantees of faithful performance of the franchises granted them to install and operate closed circuit toll tv systems in Los Angeles—were accepted last week by the city attorney. On first filing, the bonds were returned to the companies because they failed to comply fully with the city's requirements [PROGRAM SERVICES, Oct. 28].

A draft of an ordinance to make the franchise effective has been prepared by the city attorney and now is being studied by the Board of Public Utilities and Transportation, responsible for seeing that the installation and operation of the tv systems are in accordance with city regulations. After the board's approval, the ordinance will be sent to the City Council for final approval. A third organization granted a toll tv franchise in Los Angeles, Harriscope, has not yet filed its performance bond with the city.



BAKERSFIELD REPORTS!

DOMESTIC SERVICE
Check the class of service desired; otherwise this message will be sent as a full rate telegram
FULL RATE TELEGRAM
DAY LETTER
NIGHT LETTER

WESTERN UNION
W. P. MARSHALL, PRESIDENT
1206 10-51

INTERNATIONAL SERVICE
Check the class of service desired; otherwise the message will be sent at the full rate
FULL RATE
LETTER TELEGRAM
SHIP RADIOGRAM

NO. WDS.-CL. OF SVC. | PD. OR COLL. | CASH NO. | CHARGE TO THE ACCOUNT OF | TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

RICHARD DINSMORE
SCREEN GEMS
HOLLYWOOD, CALIF.

THOUGHT YOU MIGHT LIKE TO KNOW ABOUT OUR UNUSUAL SUCCESS WITH YOUR "SHOCK" FEATURES (WE CALL THE SHOW "NIGHTMARE"). "SHOCK" WAS TO BE CO-SPONSORED BY SEARS ROEBUCK. AFTER 3 COMMERCIALS ON FIRST FRIDAY NIGHT SHOWING, THEIR SALES WERE SO EXCEPTIONAL, THEY GAVE US ORDER FOR FULL SPONSORSHIP.

"SHOCK"* was to be co-sponsored by SEARS ROEBUCK. After 3 commercials on first Friday night showing, their sales were so exceptional, they gave us order for full sponsorship.

TO DATE ONLY 3 PROGRAMS HAVE RUN AND WE ARE TOLD SALES RESULTS ON ADVERTISED ITEMS ARE STILL AMAZING.

AL CONSTANT
GEN. MANAGER
KBAK-TV
BAKERSFIELD, CALIF.

AL CONSTANT
Gen. Manager

*"SHOCK" — 52 of the greatest spine-tingling features including the original "Frankenstein", "Dracula", "Wolf Man", "The Mummy" and other famous shockers!

Your city is ready for the "SHOCK treatment"!

SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES
711 FIFTH AVENUE • NEW YORK 22, N.Y.
NEW YORK • DETROIT • CHICAGO • HOLLYWOOD • NEW ORLEANS

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY
CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

BRITAIN'S SOLD ON COMMERCIAL TV

It reaches half of England's tv homes; 75% favor it over BBC programs

By E. P. H. JAMES

Make no mistake about it, commercial television in Great Britain is a fully-fledged, thoroughly matured, extremely successful and productive advertising medium of national proportions. It is, in fact, a sophisticated and largely self-sufficient business.

Inaugurated a little more than two years ago, in September 1955, British television advertising was off to a running start and it no longer is ten years or even six years behind the American variety. In its own way it is running along in high gear, has a fine record of sales successes and has created a tremendous effect upon the whole merchandising and advertising scene in Great Britain.

Before the end of this year at least half of the homes in England will be within reach of commercial television and those homes will spend at least three-quarters of their time looking at the commercial shows rather than at the non-commercial BBC competition.

Advertisers on television in England now include a large proportion of the leading and most enterprising firms in England. The hold-outs—in those consumer industries which are best able to make use of television—are few and far between. The expenditures of the leaders have been increased progressively and show no sign of a "morning after" retrenchment, confounding the fears and predictions of those who shook their heads at the innovation.

Doing It Themselves

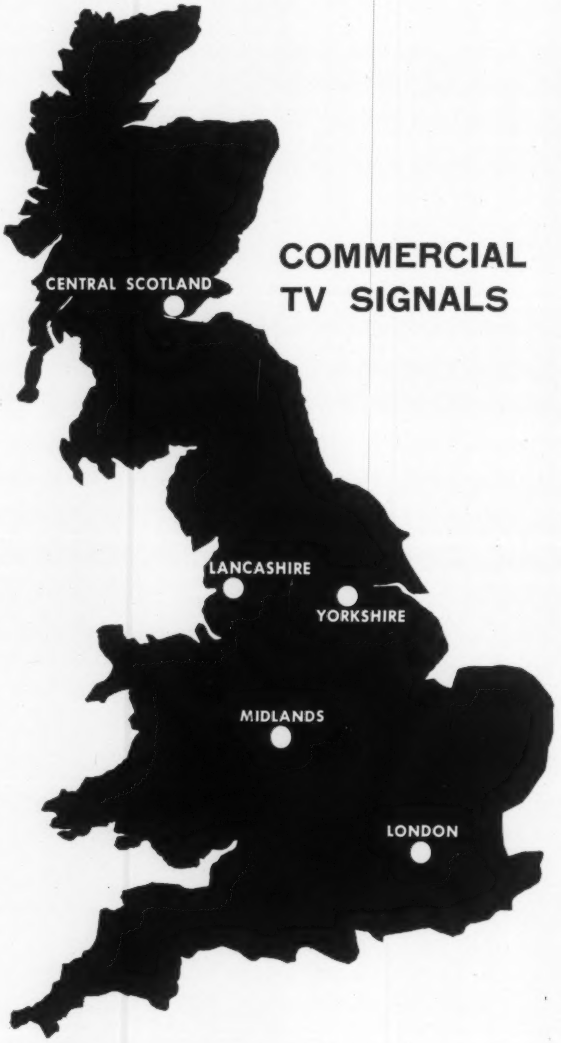
There is no gainsaying that a large part of all of commercial television's success is distinctly home grown. While there is a certain amount of American programming on British commercial television, it does not come to more than 15% of the time. The majority of these American programs are naturally those which have already proved themselves to be most successful at home. They are the sort of programs which have a very broad and even worldwide appeal, similar in nature to that of so many American motion pictures around the world.

Most British "independent" programs and commercials are produced locally, and even though in some cases they've made use of U. S. experience they are evidently in no crying need of more help at this stage. Commercial television in England is well served by enterprising film producers, package houses, and specialists in spot commercials. Even in the last category—the commercials—while a few Americans (or Britishers with American experience) may be found in key spots here and there, the majority of the workers in the vineyard are British.

Audience research services in Great Britain give advertisers and agencies rating and audience data fully as good as the figures they are accustomed to in the U. S. Costs-per-thousand already are down to levels which any advertiser can contemplate with equanimity—in fact the medium is distinctly competitive in costs-per-thousand with any figures we have seen in the U. S.

While the total audience is not large by our standard—and even the best network show will be doing well to reach three million families—it must be remembered that all of this can be done with a mere handful of stations. An advertiser using every available commercial network station in England at the present time would be sending his program out on only five transmitters. Time costs, therefore, are relatively low since there is a pretty dense population crowded into the service area of these five transmitters. (See box, page 84.)

Moneywise, too, commercial tv has made its mark. The table on page 83 shows the



COMMERCIAL TV SIGNALS

CENTRAL SCOTLAND: *Scottish Television Ltd.*

LANCASHIRE: *Granada Television Network Ltd. and ABC Television Ltd.*

YORKSHIRE: *Granada Television Network Ltd. and ABC Television Ltd.*

MIDLANDS: *Associated Television Ltd. and ABC Television Ltd.*

LONDON: *Associated-Rediffusion Ltd. and Associated Television Ltd.*

E. P. H. JAMES

E. P. H. (Jimmy) James has been a vice president of A. C. Nielsen Co., Chicago, since 1954 and in 1956, with affiliate A. C. Nielsen Co. Ltd., set up a sales promotion and research department for the independent Granada Tv Network, program contractor, which programs commercial television in the Northern Area of England. He also helped a committee representing all British program contractors to develop Britain's first industry-wide trade promotion for commercial tv and made pitches in behalf of independent tv to key British advertising agencies. Mr. James was sales promotion manager of NBC from 1927-41 and in 1935 formed a research section in NBC's promotion department to make the first organized advertising study of tv. After war service as an Air Force intelligence officer he served as sales operations manager and vice president of MBS from 1945-49.

monthly expenditures on British tv since the start of the commercial service.

1955	
September	$ 571,127
October	1,773,077
November	1,707,921
December	1,734,174
1956	
January	$1,387,730
February	1,622,353
March	**2,192,503**
April	1,864,898
May	2,656,483
June	2,624,627
July	2,617,946
August	2,406,236
September	3,156,454
October	4,958,713
November	5,761,375
December	5,126,007
1957	
January	$5,328,912
February	5,564,921
March	7,318,525
April	6,877,525
May	7,724,012
June	6,127,069
July	5,265,579
August	4,379,704
September	7,269,320

To judge by the September figures, British advertisers are now spending at the rate of about £30 million a year on television. At the official exchange rates this is somewhat less than $90 million a year—but this is distinctly not small potatoes when compared with our own television advertising bills just a few years ago. What is even more to the point, the general price level in England is much lower than here. For $90 million will buy a great deal more of the necessities of life, including advertising. In fact, $90 million represents about 8% of the current total national advertising expenditures in Great Britain. After 10 years of advertising on television in the U. S., the medium has just exceeded a 12% share of the total advertising budget.

In 1949, after two years of commercial development, American tv advertising represented no more than 2% of the nation's advertising budget. It didn't hit 8% until 1955. Thus, it may be over-simplification to say that, in relation to all other national advertising expenditures, television in England is only two years behind the United States.

There are many other comparisons which would support the conclusion that this new medium has matured in Great Britain at an even more meteoric rate than in the United States. As Sir Robert Frazer, director general of the Independent Television Authority, recently said, "There is nothing in the development of British advertising to compare with this story. It is every cliche come real—a new national medium overnight, nothing like it ever before. A revolution."

Sir Robert Frazer also emphasizes a fact which he says American observers regard as one of the most striking features of British tv advertising. In a recent article in *Advertisers Weekly* he points out that this success has been achieved without program "sponsorship." British television sells time only in the form of announcements, station breaks or participations in "magazine" programs.

Program contractors (the nearest British equivalent to "network") exercise complete editorial control over their programs and

Heartiest gift of the Season!
HENNESSY
COGNAC

Give them a happy

HENNESSY HOLIDAY

As a flattering gift, or as a host's tribute to esteemed guests, Hennessy is always the highest compliment.

★ ★ ★

HENNESSY

COGNAC BRANDY

84 PROOF

Schieffelin & Co., New York

they have in fact leaned over backward to avoid any possible impression of connection between the advertising and the selection or content of these programs. They admit their rules are "stern" but feel it is better to err in this direction than in the direction of being easy-going. As an example, it is forbidden to incorporate any program characters or masters of ceremony in the commercials themselves. This is even carried so far as to prevent any apparent resemblance between people in the program and those featured in the commercials, even when the same individuals are not actually involved. The avowed objective is that the viewer should always be able to tell quite clearly for himself when he is watching entertainment and when he is watching an advertisement, just as he can distinguish between editorial and advertising material in the press.

Many advertisers, however, are already wise in the ways of program and time selection. Even though they are not able to *sponsor* programs as they do in the U. S., they can plan the spotting of their announcements so as to obtain just about the "setting" they want and to reach the kind of audience they want.

On Sept. 23, 1955, only one out of every 77 homes in the United Kingdom could get independent television (ITV). Now, more than one in every four can and does—3,660,000 families of a total of 14,480,000 in the entire British Isles, or about half the television homes in the country. Five million of the country's seven-million-plus television homes actually lie within range of good regular reception of at least one of the four English commercial transmitters (plus something like 400,000 covered by the Scottish transmitter at Black Hill). The London area now has 1½ million homes equipped to receive the commercial transmissions, Birmingham 800,000 and the Northern Region 1½ million.

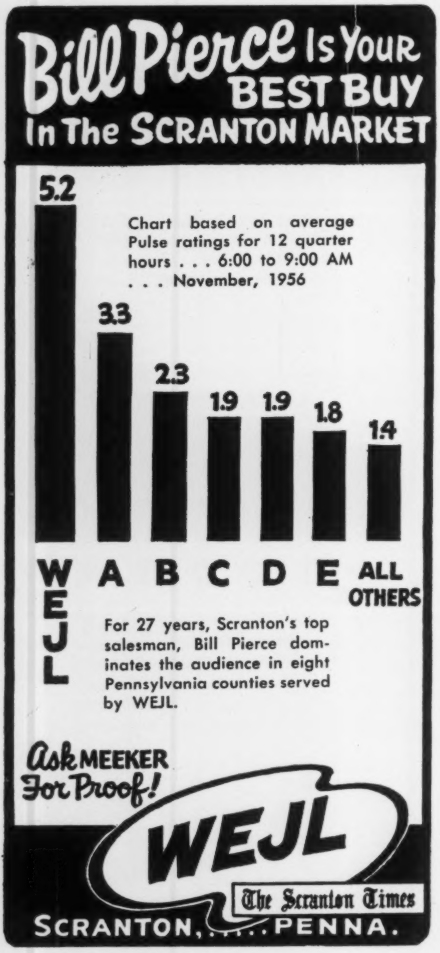

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, . . . PENNA.

And these families whose sets can tune in commercial programs have shown a decided preference for the independent television schedules. During July 1957, ITV's 3½ million homes devoted 2.7 out of 3.6 hours viewing a day to the ITA; 0.9 of an hour to the BBC. The total is up from last year. A year ago (1956), ITV's 1½ million homes spent 2.2 hours a day viewing the ITA, 1.3 hours viewing the BBC, a total of 3.5 hours. The amount of daily viewing varies seasonally, of course. Last March, homes-with-a-choice put in 1957's highest average yet, 4.3 hours a day; during July 3.6 hours.

Habits vary, too, from one ITA area to another. During the peak month of last March, Londoners averaged 4 hours a day, Northerners 4.5 hours and Midlanders 4.7 hours. Midlanders, indeed, have a positively American appetite for television—without America's opportunities, where most set-owners have a choice of at least four stations and anything up to 16 or more hours telecasting per day. Yet, over the weekend of Feb. 21, Midlanders put in an average of more than six hours a day, celebrating the end of "the toddlers' truce" (the 6-7 p.m. period when television theretofore had been "blacked out" so parents could get children to go to bed).

In all areas, the daily average is a lot higher over the weekends than on weekdays. From October to May, Midlanders consistently put in 5 hours or more a day on Saturdays and Sundays—5½ hours during March; Londoners peaked with 4.8 in November and February, Northerns just broke 5 in February (5.2) and March (5.1). Taking all areas together the weekday average viewing was about an hour a day less than the weekday viewing.

Comparing Britain and America, the Nielsen Television Index (U. S.) shows that the average television home in the United States spent an average of 3.9 hours a day viewing during July 1957. British multi-channel homes spent 3.6 hours, taking all ITA areas together. So far in 1957, March produced the highest figure in Great Britain with 4.3 hours a day compared with an average for the same month in the U. S. of 5.4 hours. In January, when U. S. viewers averaged 6.1 hours, British Independent Television homes notched 4.1 hours.

What sort of homes listen to British commercial television? Typically, they certainly are not the aristocratic or "upper-class" homes. They are free-spending middle-class and "working class" homes whose standards of living might seem low by U. S. criteria, but who in fact have "never had it so good."

Pick a thousand-strong representative sample of the multi-channel households in the ITA's London Area, and you'll find 3,300 people—2,400 adults and 900 children under 16. A similar sample in the Northern Region again will yield 900 children but slightly more adults—2,500—making 3,400 in all. In the Midlands, you'll find 3,600 people. The number of adults will be the same as in the North—2,500. But there'll be 1,100 children.

BRITISH AGENCIES IN TV

J. WALTER THOMPSON LTD.
ERWIN WASEY & COMPANY LTD.
S. H. BENSON LTD.
YOUNG & RUBICAM LTD.
LINTAS LTD.
MASIUS & FERGUSSON LTD.
COLMAN, PRENTIS & VARLEY LTD.
MC CANN-ERICKSON ADVERTISING LTD.
IMMEDIA LTD.
G. S. ROYDS LTD.
MATHER & CROWTHER LTD.
LAMBE & ROBINSON LTD.
FOOTE, CONE & BELDING LTD.
GREENLY'S LTD.
ALFRED PEMBERTON LTD.
PRITCHARD, WOOD & PARTNERS LTD.
C. J. LYTLE (ADVERTISING) LTD.
SERVICE ADVERTISING COMPANY LTD.
SAWARD BAKER & COMPANY LTD.
G. STREET & COMPANY LTD.
W. S. CRAWFORD LTD.
OSBORNE PEACOCK LTD.

You'll find at least one child in all but 375 of the Midland homes. But 444 of the Northern homes will be childless and exactly half—500—of the London Area ones.

They'll be wage-earning homes for the most part. In 790 of the London homes, the head of the household will be earning less than £15 ($42) a week; as he will in 914 of the Midland homes, and in 936 of the Northern homes. Very seldom indeed will you find him pulling down more than £25 ($70) a week; in 76 of the homes in the London area, only 17 in the North and a meager 7 in the Midlands.

The vast majority of these heads of households will have left school before their 14th birthday—686 Londoners, 765 Midlanders, 806 Northerners. And while in the London area 93 will have stayed at school till they were 17 or more, only 43 will have done so in the North, and fewer still—a mere 36—in the Midlands.

Also writing in *Advertisers' Weekly*, Michael Patmore, who is a director of J. Walter Thompson in London, calls attention to one of the fundamental differences between television and all other media in Great Britain. "This unique quality," he says, "might be called the 'simultaneousness' of television advertising. Just as each television screen possesses a certain hypnotic quality, the fact that an article being advertised on television will be seen by millions of widely separated and different people, at precisely the same minute, provides an impact unrealizable in this country before independent television."

Mr. Patmore also comments on the way British advertisers have coordinated their television advertising with other merchandising and selling activities. He refers to the

THE GROWING COMMERCIAL AUDIENCE

This is a month-by-month table showing the number of families actively served by the independent transmitters. To qualify they must own a tv set equipped to tune in the commercial channels and demonstrate their ability to receive adequate service in their particular location.

1955	London	Midlands	Lancashire	Yorkshire	Central Scotland	Network
	Sept. 22					
SEPTEMBER	188,000					188,000
OCTOBER	330,000					330,000
NOVEMBER	449,000					449,000
DECEMBER	515,000					515,000
1956						
JANUARY	555,000	*Feb. 17*				555,000
FEBRUARY	595,000	250,000				845,000
MARCH	635,000	278,000				913,000
APRIL	678,000	312,000	*May 3*			1,017,000
MAY	710,000	327,000	273,000			1,282,000
JUNE	740,000	350,000	370,000			1,420,000
JULY	765,000	374,000	412,000			1,511,000
AUGUST	793,000	384,000	455,000			1,592,000
SEPTEMBER	820,000	394,000	502,000			1,676,000
OCTOBER	897,000	442,000	535,000	*Nov. 3*		1,834,000
NOVEMBER	980,000	500,000	552,000	202,000		2,187,000
DECEMBER	1,038,000	540,000	600,000	278,000		2,404,000
1957						
JANUARY	1,096,000	572,000	674,000	340,000		2,630,000
FEBRUARY	1,165,000	615,000	742,000	374,000		2,844,000
MARCH	1,235,000	690,000	818,000	398,000		3,089,000
APRIL	1,280,000	725,000	866,000	446,000		3,257,000
MAY	1,325,000	750,000	913,000	493,000		3,421,000
JUNE	1,365,000	775,000	920,000	505,000		3,505,000
JULY	1,410,000	793,000	930,000	520,000		3,593,000
AUGUST	1,450,000	800,000	935,000	535,000	*Sept. 1*	3,660,000
SEPTEMBER	1,490,000	815,000	940,000	550,000	202,000	3,937,000*

(*There are, approximately, 7 million Tv families in Great Britain—13 million overall—for better than 50% saturation.)

comprehensive way in which certain British advertisers have used the trade press to put over their campaign plans. Manufacturers with large and well-organized sales forces have done a good job in educating retailers and seeing that stocks are adequate to meet demands created by television, he says.

With regard to those companies who are not well equipped in this respect, Mr. Patmore points out that the program contractors have offered, and provided, a good deal of merchandising help. Says Mr. Patmore, "they have only to contact the sales departments of ABC Television Ltd., Associated-Rediffusion Ltd., Associated Television Ltd., Granada Tv Network, or Scottish Television Ltd., and I guarantee they will quickly find someone who will be only too ready to come and discuss ways and means in which cooperation and help can be arranged."

I can also testify, personally, that every one of the program contractors' organizations includes alert-minded men, usually young and full of energy, who fully appreciate the importance of good merchandising and sales promotion and who are ready to plunge right in to make this appreciation effective. In fact, I would say that they are fully as open-minded (and perhaps even more likely to take positive and constructive action) as most of our stations and networks were in the early days of commercial broadcasting in the U. S.

In the box on this page will be found the names of a representative group of advertising agencies which have been most active in television during the first two years of ITV in Great Britain. It is, of course, not a complete list of all the agencies which have placed British tv advertising, but it includes those which usually have the highest tv billings, month in and month out. You will notice that a relatively small proportion of these are affiliates of well known American agencies, which have played an important part, but clearly are by no means in the majority.

If you have any lingering notions that the British aren't enterprising, or not merchandising minded, contacts with those active in television advertising in Great Britain will quickly dispel any such illusion.

Irish Plan Commercial Tv Service, But Independent of Advertisers

The Irish government has decided a commercial television service should be established in Eire. Announcement was made by Neal Blaney, Minister for Posts & Telegraphs, at a meeting of the Irish Assn. of Advertisers in Dublin last month.

Mr. Blaney said the system would be a state property and indicated that while commercial programming would be a factor in financing the operation, it would not be dependent on Irish advertisers. Rather, he explained, the successful bidder for the contract to establish the service for the government would have to specify that a good part of the time would be set aside for programs of a public service nature.

It's understood that Eire already has received proposals to set up the network and facilities from the Pye organization and from Ronnie Kahn, on behalf of Gordon McLendon, American broadcaster.

New York Agencies Get Rundown On Canada Radio by CARTB, BBM

New York agency representatives were updated on radio progress in Canada Nov. 18 as the Canadian Assn. of Radio & Television Broadcasters and the Bureau of Broadcast Measurement described the market north of the border. CARTB's radio sales director, Charles W. Fenton, and BBM's executive vice president, Charles C. Hoffman, told a luncheon group that 96.4% of all Canadian homes have at least one radio, with total set count 6.8 million or 1.7 sets per home.

The Canadian statistics show 74% of all radio homes have one set while 19% of the radio homes have two sets, 5% have three sets and 2% have four or more. Average listening time per home in metropolitan areas is 3 hours 57 minutes; non-metropolitan areas 4 hours 37 minutes, and all

FOUR stations were awarded plaques for promotion of the first Canadian Television Week by the Television Representatives Assn.: CKMI-TV Quebec City, Que., for the most original merchandising idea; to CKGN-TV North Bay, Ont., for the best public service campaign; to CHCT-TV Calgary, Alta., for the most outstanding English station promotion, and to CKRS-TV Jonquiere, Que., for the most outstanding French-language station promotion. Toronto station representatives accepting the plaques for their client stations are shown here with Pat Windsor, tv-radio singing star: (lower, l to r) Alex Stewart, Joseph A. Hardy & Co., for CKRS-TV; Bill Byles, Stovin-Byles Ltd., for CKMI-TV; (upper, l to r) Reo Thompson, All-Canada Television, for CHCT-TV, and Norman Bonnell, Paul Mulvihill & Co., for CKGN-TV.

VISIONARY MAY BE TV PROTECTRESS

Seven hundred years ago St. Clare of Assisi in a vision is said to have seen a midnight mass as it was conducted in the Basilica of St. Francis, a mile and a half distant from the convent bed where St. Clare lay, unable to attend the mass. Today St. Clare is a leading candidate for nomination as the universal patron saint of television.

The matter at present is in the hands of the Sacred Congregation of Rites in Rome, according to the National Catholic Welfare Conference, Washington, which comments: "Something of a revolutionary in her own right, the brilliant, uncompromising and tireless founder of the Poor Clares [order] has been considered by many to be a fitting protecteress for the world's most revolutionary medium."

Naming St. Clare the visual medium's special saint was proposed by Bishop Giuseppe Placido Nicolini of Assisi in an Italian radio address toward the end of 1953, the year of the 700th anniversary of St. Clare's death. Support for the bishop's motion came from many quarters of Europe after the broadcast, according to NCWC. Spain asked for St. Clare as national patron saint of tv when the medium came to that country in 1955.

For St. Clare to become official protectress of tv all over the world, the Congregation of Rites must pass on the request and submit it to the pope for decree. The Congregation won't do this, however, before it gets what it considers a justifiable number of requests from both religious and professional sectors, a Congregation spokesman has said.

Canada 4 hours 17 minutes. Listening breakdown reveals 40% from 6 a.m. to noon, 36% noon to 6 p.m. and 24% 6 p.m. to midnight. There are 1.04 million Canadian homes with at least one radio-equipped car while the total number of cars equipped with radio is 1.3 million. Radio set sales have increased 45.6% since 1954.

CARTB Begins PR Campaign

Canadian broadcasters have started a public relations campaign to inform listeners and viewers of the local and national scope of independent broadcasting station operations. Brief messages for use at chain breaks and identification spots have been prepared by the Canadian Assn. of Radio & Television Broadcasters and sent to its 174 member stations. The messages deal with the unsubsidized status of independent stations and their contributions to the local community and the national life. For television stations, slides have been prepared with call letters superimposed on a maple leaf and letters CAB for Canadian Assn. of Broadcasters, the shorter name which is to be adopted next year. Kits for the public relations campaign and for education of staffs of member stations have been distributed to all member stations. Further plans for the campaign include booklets for distribution to listeners and viewers and talks for station personnel.

Canadian Legislator Urges That Government Scrap CBC

Canadian radio and television were subjected to debate in the Canadian House of Commons at Ottawa several times in mid-November. John R. Taylor (Conservative member for Vancouver Burrard) urged that the CBC be scrapped as a broadcasting network. He stated that private enterprise should be given full scope in broadcasting, with the CBC to provide serious music, drama and other programs "that cannot subsist commercially." He felt that there is no need for a government-operated broadcasting system which lost money last year on a budget of $40 million.

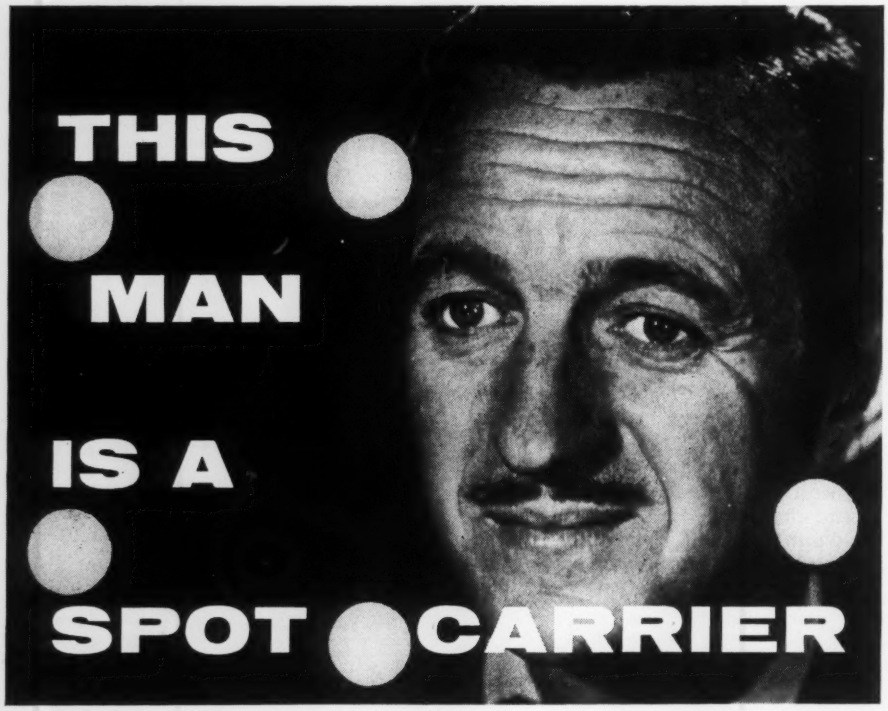
Raoul Poulin (Independent member for Beauce, Que.) said the CBC should clean up a serial program *Plouffe Family*, which is telecast in both French and English, and deals with a French-Canadian family. He specifically took exception to a number of episodes which he described as "scabrous, suggestive, sometimes immoral and even degrading."

Quarter Century Club to Meet

Plans are underway for the first annual meeting of all members of the Quarter Century Club of the Canadian Assn. of Radio & Television Broadcasters at Montreal next March. New members will be presented at this meeting. Nominations for new members of the CARTB Quarter Century Club must be received by Jack Beardall, CFCO Chatham, Ont., chairman of the Quarter Century Club Committee, by Dec. 31. Eligible are persons who have been employed by CARTB member stations for more than 25 years or who have served the broadcasting industry in sales and allied fields during the past 25 years.

Stirling to Revamp CJMS

Geoff Stirling, president of CJON St. John's, Nfld., who recently applied unsuccessfully for a radio station license at Montreal, Que., has been retained by CJMS Montreal, Que., French-language station, to help put the station on a profitable operation basis. CJMS had opposed Mr. Stirling's application for a new Montreal station on



ESSO
SEALTEST
TAYSTEE BREAD
BUDWEISER
CARTER PRODUCTS
PROCTOR & GAMBLE

Leading national sponsors are finding consistent, impressive sales power from this man's top rated series. For a full report, contact

OFFICIAL FILMS, INC.
25 West 45th Street, New York, N. Y.

REPRESENTATIVES: Atlanta • Beverly Hills • Chicago • Dallas • Minneapolis • San Francisco • St. Louis

grounds there were enough stations and that not all could operate profitably.

One of Mr. Stirling's first steps has been to hire John Nadon, formerly of Canadian Marconi Co., Montreal, as manager, and revamp the program structure with emphasis on music, news and public service programs.

British Commercial Tv to Carry NBC-TV General Motors Special

As part of an effort to promote the exchange of television programs between the U. S. and Great Britain, NBC-TV and two program contractors in Britain have signed an agreement whereby the two-hour General Motors 50th anniversary show carried on the network Nov. 17 will be presented in Britain this Saturday. NBC-TV's contract is with Associated British Cinemas (television) Ltd. (ABC) and Associated Television, which provide programming to commercial tv stations in Britain. Ron Rawson, a programming executive of ABC, said his company's tie with Associated Television will make the special two-hour program available throughout the United Kingdom.

Mr. Rawson said that "good money" was paid to NBC-TV but declined to specify the amount. For the purposes of this program, he said, the stations carrying the show have been made affiliates of NBC-TV. This was corroborated by Alfred Stern, head of NBC International, which arranged the transaction. Mr. Rawson said he hopes this arrangement will be the forerunner of others which will lead to a regular exchange of outstanding U. S. and British programs and talent.

CFBR Begins Broadcasting

CFBR are the call letters of a new 1-kw radio station on 550 kc at Sudbury, Ont. The station was scheduled to go on the air yesterday (Sunday) as the English-language affiliate of CHNO Sudbury, a French-language station. CFBR and CHNO both are owned by Sudbury Broadcasting Co. of which F. Baxter Ricard is president and general manager and Rene Riel, commercial manager.

CHCA-TV Begins Operation

CHCA-TV Red Deer, Alta., went on the air Nov. 15 with 13 kw video and 6.5 kw audio. The station is owned by CHCA Television Ltd., with G. A. Bartley as managing director and Cam G. Harju as sales manager.

CKBI-TV Sets Dec. 15 Target

CKBI-TV Prince Albert, Sask., is scheduled to start telecasting Dec. 15 on ch. 5 with 100 kw video and 60 kw audio power. The station's equipment will be the first in Canada with all British equipment supplied by Pye Canada Ltd., Toronto, Ont. E. A. Rawlinson is managing director and the station will be represented by All-Canada Television Ltd., Toronto.

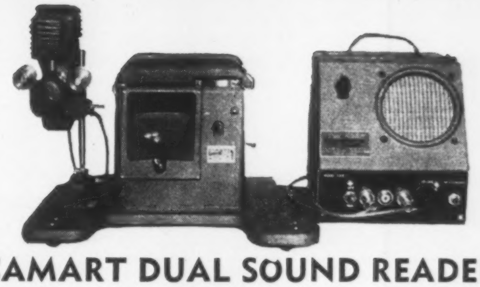
Uhf Satellite Asked in Canada

An application for a satellite television station at Clermont, Que., will be heard at the meeting of the board of governors of CBC Friday at Ottawa. The satellite station is being requested by Societe Viedo de Clermont to carry programs of CFCM-TV Quebec City, French-language station, on ch. 75 with 45.1 w video and 22.5 w audio power and antenna 491.5 feet above average terrain. This makes the second uhf application to be heard at this meeting of the CBC board. There are no uhf stations in operation as yet in Canada.

NEWS CENTRE
CKSO
TELEVISION

FROM the outside looking in, visitors get this view of the enlarged news headquarters of CKSO-AM-TV Sudbury, Ont. The news center is equipped for radio and tv newscasts, and special direct reporting. It is acoustically treated for broadcast purposes, has its own news studios and news recording facilities. Each news reporter has his own still camera and access to six movie cameras as well as six portable tape recorders. Sixteen newsmen work out of the department, with one fulltime staffer at the satellite CKSO-TV-1. The expansion makes the CKSO news center the largest in Canadian independent broadcasting, according to the station.

OUR EXPERIENCE IS YOUR KEY TO
SERVICE & DEPENDABILITY



CAMART DUAL SOUND READER

- 16mm or 35mm single and double system—optical or magnetic sound track
- Synchronized to any picture viewer
- Right to left or left to right operation
- 16mm or 35mm Magnetic Model $185.00
- 16mm or 35mm Optical Model $195.00

CAMART CAR TOP CLAMPS

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.
Set of three $28.00

CAMERA MART

the CAMERA MART inc.
1845 BROADWAY (at 60th St.) NEW YORK 23 • PLaza 7-6977 • Cable: Cameramart
at Columbus Circle next to New York's new Coliseum

Canadian Legislator Charges CBC Tv Show Has 'Red' Pattern

A sustaining quiz television program, *Fighting Words,* carried on CBC stations, was charged with threatening family ideals during debate in Canada's House of Commons at Ottawa Nov. 12. Henry Murphy, Liberal member for Westmoreland, N. B., charged CBC with following the Communist pattern in seeking to destroy the moral fiber of the nation and the family unit. His charges were based on two recent CBC programs, *Fighting Words* and *Close-Up.*

The *Fighting Words* program involved a discussion of prostitution and homosexuality which Mr. Murphy said was embarrassing to parents. He charged allied subjects are discussed on this program, aired in his area from 5-6 p.m., when children are watching tv. (The program originates late in the evening at Toronto and is carried by kinescope to the Atlantic Coast provinces and western Canada.)

Close-Up recently featured an interview with Joseph Salsberg, a former Communist member of the Ontario legislature who last summer parted with the Labor Progressive Party, Communist organization in Canada.

Mr. Murphy took issue with CBC's view that the value of a program should not be judged by its rating. That is the only way to judge a program, he insisted. He charged CBC set itself up as the sole judge and jury in the matter and that CBC, by allowing Mr. Salsberg on the air, obviously assumed many Canadians want to hear the Communist line.

He suggested that a standing committee of the House of Common be set up to investigate such complaints.

CFJB-TV Begins Programming

CFJB-TV are the call letters of a new ch. 5 station at Swift Current, Sask. The station, with 13.3 kw video and 6.65 kw audio, was scheduled to go on the air yesterday (Sunday) as Canada's first automatic tv station. Program control can be operated manually or can be fully automatic, providing precision switching and timing of program operation. William D. Forst is president and general manager and Walter S. Buffam, sales manager. Television Representatives Ltd., Toronto, and Forjoe-TV Inc., New York, are representatives.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

John A. Grammer and **Gordon C. Young** elected executive vice presidents of Beech-Nut Life Savers Co. Before Beech-Nut Packing Co. and Lifesavers Inc. merged in August 1956, Mr. Young, now in charge of advertising, merchandising and promotion, was director and executive vice president of Lifesavers. Mr. Grammer was vice president and general counsel of Beech-Nut. His responsibilities now cover production and research.

John Toland, formerly vice president, Erwin Wasey, Ruthrauff & Ryan, to Warwick & Legler N. Y., as executive vice president.

◄ **Henry J. Opperman,** radio-tv director, Geoffrey Wade Adv. named New York office manager. Mr. Opperman will continue as radio-tv director for agency.

William Hoelle, chain store sales manager, Minute Maid Corp. (Hi-C fruit drink division), L. A., named national sales manager. **Walter A. Bonvie,** marketing and advertising director, Cott Beverage Corp. of New England, to Minute Maid, Orlando Fla., as advertising manager.

A. D. Gage, formerly ► manager, Nash, Hudson and Metropolitan advertising, American Motors, Corp. to Geyer Adv. Inc., Detroit, account management staff. He has been assigned to automotive division account of American Motors.

Charles Cassidy, radio-tv copy supervisor, Marschalk & Pratt Div., McCann-Erickson, N. Y., promoted to creative group head.

◄ **Albert R. Bochroch,** partner, Gray & Rogers, Philadelphia, named to head its new marketing division, consolidation of marketing merchandising and research services.

Eileen Milling, vice president and public relations director, Bachenheimer Agency, N. Y., to Gore Smith Greenland Inc., N. Y., as public relations director and member of plans board.

George B. Croll, art director, Erwin Wasey, Ruthrauff & Ryan, to Burke Dowling Adams, N. Y., in similar capacity.

Fred A. Irwin, Geer, Dubois & Co., N. Y., named media director.

Jayne Weber, formerly with Sears, Roebuck & Co., Chicago, to Holmes, Whitney & Assoc. Inc. there as sales promotion director.

Barbara Marsak, formerly of Crossley, S-D Surveys and Erwin, Wasey & Co., has joined research department of Reach, McClinton & Co., N. Y., as project supervisor.

Glen Hurlburt, composer and actor-performer, joins Guild, Bascom & Bonfigli Inc., S. F., as music director.

Jack Kerr, vice president-account supervisor, Hixon & Jorgensen Inc., L. A., to McCann-Erickson Inc. there as senior account executive. ►

Bok Reitzel, formerly sales manager, CBS, Detroit, to Merchandising Factors Inc., S. F., as account executive.

Lee Kriss, formerly business manager for tv dept. of Product Services Inc., to Walter I. Gould Productions Inc., N. Y., as administrative assistant.

Alfred F. Hoyt, formerly director of publications, Telectro Industries Corp., Long Island City, N. Y., to Jack Gilbert Assoc., N. Y., public relations staff.

Lucille Riordan, formerly advertising copy writer for California Mens and Boys Stylists, and **Maureen Riordan,** formerly copywriter with Hazard Adv. Co., N. Y., to radio-tv copy staff of N. W. Ayer & Son, N. Y. **Charles H. Brennan Jr.** has been transferred from Philadelphia to Chicago copy department.

William S. Legler, formerly with Ruthrauff & Ryan, N. Y., joints Mottl & Siteman Adv., Beverly Hills, Calif., copy department.

Bob Farrar, formerly radio-tv director, W. W. Sherrill Co. (advertising), Dallas, to Commercial Recording Corp. there as musical arranger-writer.

Carlton Gilbert, director of advertising, United States Rubber Co., N. Y., appointed chairman of Assn. of National Advertiser's cooperative advertising service committee, succeeding **Elmer Ward Jr.,** executive vice president and advertising director, Palm Beach Co., N. Y.

Edith W. Krams Jr., media director, Anderson-McConnell Adv., L. A., and **Robert C. Whaley** of Whaley-Simpson, publishers representative, were married Nov. 29.

IN AKRON
WAKR is 1st.*
in Audience . . . in Coverage
HOOPER, Akron, O., July - August ,1957
PULSE, Akron, O., July, 1957
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Akron's Only 24 Hour News and Music Station
Call
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New York, Chicago, Detroit, Hollywood, San Francisco
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PO. 2-8811, Akron

VETERANS ALL

Thirty-one new members have been inducted into the CBS 20-Year Club, raising New York membership to 197. In addition, there are 228 20-year club members associated with CBS-owned stations and other units of CBS Inc. New members are: CBS Labs—Ralph C. Denu; CBS-Radio—Frank J. Bleil, Joseph F. Deppe, Dudley W. Faust, Harry F. Glaeser, Margaret Lee, William G. Martin, Gerald P. Maulsby, Dorothy C. Mitchell, Arthur C. Peck, Herbert A. Schmitz, William G. Stolzenberg; CBS-TV—Ida E. Berger, William L. Brown, Mae Clarke, Armand H. Gagnon, William Golden, Harold D. Hastings, Theodore M. Healy, Vincent A. Holtz, William H. Hylan, William R. Long, James H. Lynch, Fred Mahlstedt, Theodore W. Miller, John J. O'Connell, James D. Parker, Carl Schutzman, Henry J. Stangroom, John Wyman, William R. Young.

FILM

Robert Fellows, producer, *Turn of Fate*, Four Star Films Inc., Hollywood, resigns to prepare two feature films for 1958. One is on Formosa, with cooperation of Nationalist China, and one stars Anita Ekberg. **Vincent Fennelly,** producer of CBS-TV's *Trackdown*, succeeds him. He will continue to produce *Trackdown*.

Ben Feiner Jr., will produce Screen Gems' tv series starring Ed Wynn, titled *My Old Man*. Mr. Feiner, whose tv credits include *Amos 'n' Andy, Bob Crosby Show, Climax, Gunsmoke, Frank Sinatra Show, Life With Father* and *Navy Log*, is setting up headquarters at Screen Gems to supervise scripts and casting for new series, scheduled for production in January.

Carol Irwin, who produced CBS-TV's series *I Remember Mama*, will produce Screen Gems' new tv series *Minerva* starring Myrna Loy. With her business associate, **Doris Quinlan,** Miss Irwin will move to Hollywood this week to begin casting other permanent members of *Minerva* cast.

Christmas lives in the joy and satisfaction of the giver . . .

1957
CHRISTMAS

and in the delight and thankfulness of those who receive.

1957
GREETINGS

Buy and use Christmas Seals

Aaron Spelling and **Jimmy Komack,** comedian singer, have composed "The Ballad of Dan Case" to be sung in background of program of that title written by Mr. Spelling for Four-Star's *Dick Powell's Zane Grey Theatre* tv film series.

NETWORKS

Thomas Henry, formerly account executive, MBS midwest division, to NBC central division network sales on *Today-Tonight* unit.

Charles Godwin, for- ► merly director of radio station relations, ABC, to Air Trails Network (WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio, and WKLO Louisville, Ky.), as director of development.

STATIONS

◄ **Ben Ludy,** formerly general manager, WIBW Topeka, Kan., to KWFT Wichita Falls, Tex., as president and general manager. Mr. Ludy heads new corporation, North Texas Radio Inc., station owner.

Raymond W. Welpott, ► manager, WKY-AM-TV Oklahoma City, named vice president of WKY Tv System Inc. Prior to joining stations he was manager of WRGB (TV) Schenectady, N. Y.

Howard S. Kester joins Mid-Florida Radio Corp. and WLOF Orlando, Fla., as vice president and general manager, respectively.

◄ **Kenneth Morton,** manager, KOOL-TV Phoenix, Ariz., elected vice president of KOOL Radio-Tv Inc. Mr. Morton formerly was commercial manager of KCOY Santa Maria, Calif.

Homer Lane, assistant ► general manager, KOOL Phoenix, also named vice president of KOOL Radio-Tv. Mr. Lane began his radio career with CBS and joined KOOL in 1951.

Bob Burns, formerly with WHAM Rochester, to WFLR Dundee, both New York, as station manager.

◄ **Reeve Owen,** director of engineering and production, WTVM (TV) Columbus, Ga., named general manager of WROM-TV Chattanooga. Mr. Owen joined WTVM in 1953 as chief engineer.

WWJ

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WREX-TV

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WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market.
The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford area market consult H-R for the WREX-TV story.

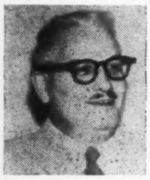
J. M. BAISCH, General Manager

REPRESENTED BY H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
ROCKFORD ILLINOIS

PEOPLE CONTINUED

Gayle D. Swofford, WJXN Jackson, Miss., named station manager.



◄ **John M. Baldwin,** vice president-business manager, KDYL and KTVT (TV), both Salt Lake City, to WTCN-AM-TV Minneapolis as operations manager, it was announced by Phil Hoffman, vice president-general manager of WTCN-AM-TV.

James Schiavone, operations manager, WWJ-TV Detroit, named station manager. Prior to joining station in 1952, Mr. Schiavone was tv writer, producer-director. ►

Lee Roddy, salesman, KGFJ Los Angeles, named sales manager succeeding **Molly Low,** who resigns to enter her own business.

◄ **Charles L. Murn,** sales staff, WOKO Albany, N. Y., promoted to general sales manager, succeeding **C. Russell Ehresman,** who resigns.

Stephen F. Temmer, head of Teldon Productions Inc., N. Y., takes on extra duties of general manager of WBAI (FM) New York. **Bert Cowlan,** producer, Teldon Productions, joins WBAI as program director.

George E. Johnson, sales representative, WHAS-TV Louisville, Ky., named sales manager, succeeding **Albert J. Gillen,** who joins WABT-TV and WAPI, both Birmingham, Ala., as vice president of sales. ►

Richard W. Schappa, formerly with sales staff, Sunshine Biscuit Inc., Long Island City, N. Y., to WWTV-TV Cadillac, Mich., as promotion-merchandising manager.

Jean Cook, account executive, WLOF Orlando, Fla., named local commercial manager. **Marvin Rothschild** succeeds him.

Arthur Gerbel, sales manager, Frayn Printing Co., Seattle, to KOMO-AM-TV there as public relations manager.

Doug Martin and **George Washington,** producer-directors, WCHS-TV Charleston, W. Va., named assistant production manager and assistant program manager, respectively. **William Cooke,** salesman, WTVR (TV) Richmond, Va., to WCHS-AM-TV as promotion director, succeeding **Bruce Johns,** who resigns to join *Tv Guide,* Cincinnati, as regional promotional director. **Mort Cohn,** program manager, WCHS-TV named acting head of combined news department, succeeding **Bob Boaz,** news director, who resigns.

Ted Anthony, promotion director, WJW-TV Cleveland, Ohio, named sales promotion director. **Bud Mertons,** assistant advertising-promotion manager, KRCA (TV) Los Angeles, joins station as audience promotion director.

◄ **Lewis Dickensheets,** formerly with WIBW Topeka, Kan., to KWFT Wichita Falls, Tex., as assistant manager. Mr. Dickensheets is director-treasurer, North Texas Radio Inc., station's owner.

Marjorie Kemme, administrative assistant to president, Crosley Broadcasting Corp. (WLW and WLWT [TV] Cincinnati, WLWD [TV] Dayton, WLWC [TV] Columbus, both Ohio, WLWA [TV] Atlanta, Ga. and WLWI [TV] Indianapolis), named director of press relations for WLW and WLWT. ►

◄ **Anne Hatfield,** formerly radio promotion copywriter and assistant to radio promotion manager, NBC Spot Sales, N. Y., to Crosley Broadcasting Corp., as sales development director.

Arthur Forrest, with WABD (TV) New York since 1948 as stage manager, technical director, assistant director and cameraman, promoted to director.

Charles B. (Pete) Dooley, formerly chief announcer WEOA Evansville, Ind., rejoins station as executive program director. Prior to rejoining WEOA, Mr. Dooley was with WSEE (TV) Erie, Pa. ►

◄ **Charles O'Donnell,** assistant station manager, WHAT Philadelphia, to WIBG there as news director-announcer. Prior to joining WHAT, Mr. O'Donnell was with WCAU-TV Philadelphia.

Neil Flanagan, senior news editor, KYW-AM-TV Cleveland, Ohio, and **Milton Metz,** news reporter, named newsroom operations supervisor and United Nations correspondent, respectively.

Dick Palmquist, announcer, WOW Omaha, Neb., named sales representative. **Ken Barnes,** KUSN St. Joseph, Mo., and **Gene Piatt,** KELO Sioux Falls, S. Dak., to WOW as announcers.

John F. Burke Jr., tv salesman, joins WJZ-TV Baltimore as account executive.

David Soister, manager, U. of New Mexico student bookstore, to KOB Albuquerque, as account executive.

Harry E. Goodwin, formerly with Grindle Adv., Indianapolis, joins WFBM-TV there as account executive.

OFFICIALS at the Nov. 14 groundbreaking for CBS Laboratories in suburban Stamford, Conn., buried a sound capsule to be opened in 2057 A.D. Ceremony participants (kneeling, l to r): John Christensen, chief engineer, CBS Labs; Dr. Peter Goldmark, president, and Dr. Frank Stanton, president of CBS Inc.; (standing, l to r): Stamford Mayor Thomas Quigley; Daniel Hickey, chairman of the mayor's civic affairs committee; CBS technician Ciro Torchia, and Connecticut State Sen. Benton H. Grant.

The new million dollar laboratory is to be finished by the summer of 1958. Long-play records, which CBS Labs' considers one of its most significant developments, were used to record sound capsule's historic contents. A radio-active substance in the capsule will enable researchers to find it in a thousand years by using a geiger counter.

Chuck Martin, sales staff, KCMC-TV Texarkana, Tex., to KTBS-TV Shreveport sales staff.

J. C. Long, formerly commercial manager, WRFS Alexander City, Ala., joins WKAB Mobile sales staff.

Raymond D. Schneider, WEEK-TV Peoria, Ill., to WIRL there as chief engineer.

Gary Anderson, copywriter-announcer, WLAK Lakeland, Fla., to WOOD Grand Rapids, Mich., as copywriter.

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Henry Untermeyer, general manager, KCBS San Francisco, and **Elaine Benioff** were married Nov. 24.

Robert Wayne Amsberry, 29, host of children's shows, KEX Portland, Ore., died Nov. 21 after being involved in automobile accident.

REPRESENTATIVES

Hal Parks, account executive, WAGA Atlanta, named manager of new Atlanta office for Adam Young radio-tv representation companies.

Robert J. McNamara, formerly account executive with Peters, Griffin, Woodward, appointed director of client services, H-R Representatives Inc.

James M. King, formerly account executive, George P. Hollingbery Co., joins Chicago office of Peters, Griffin, Woodward, as tv account executive.

James O. Parsons Jr., vice president of Harrington, Righter & Parsons, N. Y., station representative, married to **Elizabeth Patricia O'Brien** on Nov. 23.

PROGRAM SERVICES

S. Robert Roe, associate producer with Goodson-Todman, N. Y., 1950-51, rejoins company as production executive.

MANUFACTURING

William J. Nagy, sales promotion manager, accessory division, Philco Corp., Philadelphia, named general sales manager.

Jack Pyle, sales engineer, Sylvania Electric Products Inc., Semiconductor Div., L. A., appointed to similar post for division in Burlingame, Calif.

Robert D. Browning, recording engineer, RCA-Victor, Chicago, to ORRadio Industries Inc., Opelika, Ala., research and engineering staff.

TRADE ASSNS.

Neva Elliott, past president, Women's Advertising Club of Portland, Ore., and member of legal firm of Sever & Elliott in that city, appointed general counsel of Advertising Assn. of West.

EDUCATION

Phil Johnson, news director, WCSH-AM-TV Portland, to Nasson College, both Maine, as assistant to president.

Ernest E. Phelps, assistant program director, WERS-FM Boston (Emerson College) to Endicott Junior College, Beverly, Mass., as radio-tv department head.

John Schubeck Jr. formerly news staff, WUOM (FM) Ann Arbor (U. of Michigan), to WJR Detroit, news staff.

INTERNATIONAL

E. T. Gater to vice president in charge of sales and advertising of Sterling Drug Mfg. Ltd., Windsor, Ont.

BILLY BANKS, President

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of Broadcasters . . .
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BILLY BANKS of
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and General Manager
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Station Authorizations, Applications

As Compiled by BROADCASTING

November 21 through November 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

Tampa, Fla.—Tampa Telecasters Inc., vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,185 ft., above ground 1,209 ft. Estimated construction cost $928,400, first year operating cost $720,000, revenue $900,000. P. O. address First National Bank Bldg., Tarpon Springs, Fla. Studio location Tampa, Fla. Trans. location near Port Richey, Fla. Geographic coordinates 28° 19′ 32″ N. Lat., 82° 41′ 04″ W. Long. Trans., ant. GE. Legal counsel McKenna and Wilkinson, Wash., D. C. Consulting engineer Commercial Radio Equipment Co., Wash., D. C. Owners are **Kenneth R. Giddens** (75%) and others. Mr. Giddens is president and 20% stockholder of **WKRG-AM-FM-TV Mobile, Ala.** Announced Nov. 22.

Mankato, Minn.—Two-States Television Co., vhf ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,038 ft., above ground 1,113 ft. Estimated construction cost $523,860, first year operating cost $330,000, revenue $315,000. P. O. address New Ulm Journal, New Ulm, Minn. Studio location Mankato, Minn. Trans. location near Lewisville, Minn. Geographic coordinates 43° 56′ 14″ N. Lat., 94° 24′ 41″ W. Long. Trans., ant. RCA. Legal counsel Frank Stollenwerck, Wash., D. C. Consulting engineer Commercial Radio Equipment Co., Wash., D. C. Owners are **KNUJ Inc.** (60%) and others. KNUJ Inc. is licensee of **KNUJ New Ulm, Minn. Walter K. Mickelson** is president of KNUJ Inc.; Mr. Mickelson and **Monte Appel** each own 49.82% of KNUJ. Announced Nov. 26.

Existing Tv Stations

ACTIONS BY FCC

KCOP (TV) Los Angeles, Calif.—Is being advised that Commission is unable to find, at this time, that requested assignment of license to **KCOP Television Inc.**, will serve public interest and, accordingly, is giving applicants until Dec. 20 to comment or amend application. Announced Nov. 21.

WLOF-TV, Orlando, Fla.—Granted application to increase vis. ERP from 102 kw to 316 kw, ant. height from 550 ft. to 610 ft., change type trans., make other equipment changes, and change location of main studio from trans. site outside to inside city limits; condition. By letter, denied petition of **WORZ Inc., Orlando**, "to consign application to pending files and for other purposes." Announced Nov. 21.

WPTZ North Pole, N. Y.—Is being advised that application to increase vis. ERP from 20 kw to 100 kw, increase ant. height from 1200 to 1205 ft., change type trans. and location of main studio indicates necessity of hearing. Announced Nov. 21.

CALL LETTERS ASSIGNED

KORN-TV Mitchell, S. D.—Mitchell Bcstg. Assn. Inc., ch. 5.

Allocations

PROPOSED TV CHANNEL CHANGES

Commission invites comments by Dec. 20 to following proposals for changes in tv table of channel assignments:

By **M&M Bcstg. Co. Inc.**, permittee of **WMBV-TV** ch. 11, **Marinette, Wis.**, to shift that channel to **Green Bay, Wis.**

By **Television City, Inc.**, permittee of tv station **WTAE** ch. 4, **McKeesport, Pa.**, to shift that channel from **Irwin** to **Pittsburgh, Pa.**

Translators

ACTIONS BY FCC

People's Tv Inc., Leadville, Colo.—Granted cp for new tv translator station on ch. 78 to translate programs of **KOA-TV** (ch. 4) **Denver, Colo.** Announced Nov. 21.

Grande Ronde Television Assn. Inc., La Grande, Ore.—Granted cp for new tv translator station on ch. 80 to translate programs of **KREM-TV** (ch. 2) **Spokane, Wash.** Announced Nov. 21.

Benton County Tv Assn., Benton City and West Richland, Wash.—Granted cp for new tv translator station on ch. 81 to translate programs of **KHQ-TV** (ch. 6) **Spokane.** Announced Nov. 21.

La Barge Community Tv Inc., La Barge and Big Piney, Wyo.—Granted cp for new tv translator station on ch. 78 to translate programs of **KSL-TV** (ch. 5) **Salt Lake City, Utah.** Announced Nov. 21.

Evanston Non-Profit Tv Inc., Evanston, Wyo.—Granted cps for three new tv translator stations to translate programs of **Salt Lake City** stations—one on ch. 71 to translate programs of **KUTV** (ch. 2), second on ch. 75 to translate programs of **KTVT** (ch. 4) and third on ch. 79 to translate programs of **KSL-TV** (ch. 5). Announced Nov. 21.

CALL LETTERS ASSIGNED *

K74AM Paradise Valley & Golconda, Nev.—Charles A. Nelson.

K70AZ Gallup, N. Mex.—UHF-Television for Gallup Assn.

* Translator channels are designated by the numbers in their call letters.

New Am Stations

APPLICATIONS

Chico, Calif.—WSC Bcstg. Co., 930 kc, 500 w. D. P. O. address Fred W. Stevens, 508 North Central Ave., Medford, Ore. Estimated construction cost $21,118, first year operating cost $52,000, revenue $65,000. **Fred W. Stevens** is sole owner. Mr. Stevens has auto and insurance interests. Announced Nov. 26.

Cordele, Ga.—Radio Cordele, 1320 kc, 500 w D.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW ENGLAND INDEPENDENT	NETWORK FULLTIME	DAYTIME INDEPENDENT	WEST TEXAS DAYTIMER	CALIFORNIA FULLTIME
$130,000	$150,000	$125,000	$60,000	$125,000
Exclusive fulltime market over 40,000. Ideal for owner-operator. Real estate valued over $40,000. Good profits. 29% down.	Terrific agricultural and urban coverage. Making money. Well equipped. Terms available.	Very good terms on this Kentucky independent. Potential not yet reached. Needs owner-operator.	25% down and long-term payout. Showing a nice profit. Well equipped. New transmitter. Fine set-up for an owner-manager.	Major non-metropolitan market showing excellent growth. Economical operation with high profit ratio. Realistically priced.
WASHINGTON, D. C.	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	Ray V. Hamilton Barney Ogle Tribune Tower DE 7-2754	Jack L. Barton 1515 Healey Bldg. JA 3-3431	Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	W. R. (Ike) Twining 111 Sutter St. EX 2-5671

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through Oct. 31

	AM	FM	TV
Licensed (all on air)	3,092	522	373[1]
CPs on air (new stations)	65	11	120[2]
CPs not on air (new stations)	122	47	119
Total authorized stations	3,279	580	655
Applications for new stations (not in hearing)	368	30	75
Applications for new stations (in hearing)	116	9	51
Total applications for new stations	484	39	126
Applications for major changes (not in hearing)	217	16	42
Applications for major changes (in hearing)	26	1	10
Total applications for major changes	243	17	52
Licenses deleted	0	1	0
CPs deleted	4	0	2

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Nov. 26

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,092	65	128	501
FM	522	11	53	44
TV (Commercial)	373[1]	120[2]	121	133

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Nov. 26

	VHF	UHF	TOTAL
Commercial	408	85	493[3]
Non-Commercial	22	6	28[4]

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[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation, but which retain their program authorities or STAs.

[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

[4] There has been, in addition, one uhf educational tv station granted, but now deleted.

P. O. address John B. Amos, Box 1640, Columbus, Ga. Estimated construction cost $24,120, first year operating cost $48,000, revenue $52,000. Owners are **John B. Amos** and **Elmer Loftin** (each 50%). Messrs. Amos and Loftin each own 32.5% of **WFDR Manchester, Ga.**; Mr. Loftin is president of station. Announced Nov. 22.

Ellsworth, Me.—Coastal Bcstg. Co., 1370 kc, 1 kw D. P. O. address Donald E. Knowles, 20 Harthorn Ave., Bangor, Me. Estimated construction cost $13,575, first year operating cost $40,000, revenue $45,000. Owners are **Milton C. Chapman, Donald E. Knowles** and **Nicholas P. Brountas** (each one-third). Mr. Chapman is handling personal investments; Mr. Knowles is sales manager of **WABI-AM-TV Bangor, Me.**; Mr. Brountas is attorney. Announced Nov. 22.

Lima, Ohio—Allen County Bcstg. Co., 1240 kc, 250 w. unl. P. O. address 1415 Lakewood Ave., Lima, Ohio. Estimated construction cost $25,968, first year operating cost $101,000, revenue $162,000. Owners are **G. C. McKelvey, Gene Trace** (each 26%) and others. Mr. McKelvey is in advertising. Mr. Trace is vice president, general manager and 30% owner of **WBBW Youngstown, Ohio.** Announced Nov. 21.

Tomah, Wis.—Jack L. Goodsitt, 1440 kc, 1 kw D. P. O. address 818 Empire Bldg., Milwaukee, Wis. Estimated construction cost $27,279, first year operating cost $42,000, revenue $55,000. **Mr. Goodsitt,** sole owner, is attorney. Announced Nov. 22.

Existing Am Stations

ACTION BY FCC

KONK Shelton, Wash.—Is being advised that, unless within 20 days it requests hearing, its application for additional time to construct am station (920 kc, 500 w, D) will be dismissed, cp cancelled, and call letters deleted. Announced Nov. 21.

CALL LETTERS ASSIGNED

WJDY Salisbury, Md.—Hoyt C. Murphy, 1470 kc. Changed from WMPY.

WAMP Pittsburgh, Pa.—NBC, 1320 kc. Changed from WJAS.

WPDE Florence, S. C.—Twin Carolina Bcstg. Co., 540 kc.

WISV Viroqua, Wis.—Parks Robinson, 1360 kc.

New Fm Stations

ACTION BY FCC

Denver, Colo.—KDEN Bcstg. Co—Granted 99.5 mc, 9.1 kw unl. P. O. address 1601 W. Jewell Ave., Denver, Colo. Estimated construction cost $4,000, first year operating cost $5,000, revenue $5,000. KDEN Bcstg. is owned by **Ewald E. Koepke** and **Frank E. Amole Jr.** (each 50%). Announced Nov. 21.

APPLICATIONS

San Diego, Calif.—KCBQ Inc., 107.9 mc, 17.45 kw unl. P. O. address 645 Ash Ave., San Diego, Calif. Estimated construction cost $8,255, first year operating cost $20,000, revenue $20,000. Owner is **Bartell Bcstrs. Inc.,** licensee of **WOKY Milwaukee, Wis.; KRUX Glendale, Ariz.; KCBQ San Diego** and **WILD Boston.** Announced Nov. 26.

Anna, Ill.—Anna Bcstg. Co., 92.7 mc, 1 kw unl. P. O. address Anna Hotel, Anna, Ill. Estimated construction cost $3,800, first year operating cost $5,000, revenue $7,500. Owners are **Pierce E. Lackey, F. E. Lackey** and others (minor interests). Pierce Lackey is 49% owner, also, of **WRAJ Anna, Ill.** and 100% owner of **WPAD Paducah, Ky.** F. E. Lackey is 48% owner of WRAJ and 100% owner of **WHOP Hopkinsville, Ky.** Announced Nov. 25.

Towson, Md.—WTOW Inc., 101.9 mc, 19.99 kw unl. P. O. address WTOW Towson, Md. Estimated construction cost $13,770, first year operating cost $1,200 (costs will be carried by parent am station), revenue $3,000. Owners are **John S. Booth, Harry J. Daly** (each 45%) and others. Mr. Booth is vice president, general manager and one-third stockholder of **WCHA Chambersburg, Pa.,** vice president and 25% stockholder of **WTVE (TV) Elmira, N. Y.,** president and 99% owner of **WMLP Milton, Pa.,** president and 45% stockholder of **WANB Waynesburg, Pa.** and president and one-third owner of **WBRX Berwick, Pa.** Mr. Daly is 10% stockholder of **WMLV Millville, N. J., 45%** owner of WANB, one-third owner of WBRX. Announced Nov. 21.

Brookline, Mass.—Champion Bcstg. System Inc., 92.9 mc, 13.6 kw unl. P. O. address 790 Commonwealth Ave., Boston 15, Mass. Estimated construction cost $14,900, first year operating cost $6,000, revenue $7,500. **Champion Bcstg. System** owns **WBOS Boston. Herbert S. Hoffman,** owner of Champion Bcstg., also owns one-third of **WSME Sanford, Me.** Announced Nov. 26.

Springfield, Ohio—Champion City Bcstg. Co., 103.9 mc, 0.944 kw unl. P. O. address Spring and High Sts., Springfield, Ohio. Estimated construction cost $5,000, first year operating cost $6,000, revenue $6,500. Owners are **R. Stanley Lucas, William T. Bailey** and **Robert L. Yontz** (each one-third). Mr. Lucas is attorney. Mr. Bailey is attorney. Mr. Yontz has been salesman for **WJEL Springfield, Ohio.** Announced Nov. 21.

Existing Fm Stations

ACTIONS BY FCC

KCMK (FM) Kansas City, Mo.—Granted subsidiary communications authorization to furnish background music on a multiplex basis. Announced Nov. 21.

CALL LETTERS ASSIGNED

WBZ-FM Boston, Mass.—Westinghouse Bcstg. Co., 106.7 mc.

WVBR-FM Ithaca, N. Y.—Cornell Radio Guild Inc., 101.7 mc.

WNCN New York, N. Y.—Concert Network Inc. Changed from WYCN.

WMOH-FM Hamilton, Ohio—The Fort Hamilton Bcstg. Co., 103.5 mc.

WPFB-FM Middletown, Ohio—Paul F. Braden, 105.9 mc.

WIFI Glenside, Pa.—Melvin Gollub & Fred Gollub, 92.5 mc. Changed from WFMG.

WFMP Pittsburgh, Pa.—NBC, 99.7 mc. Changed from WJAS-FM.

WPCN Providence, R. I.—Concert Network Inc. Changed from WXCN.

Ownership Changes

ACTIONS BY FCC

WRMA Montgomery, Ala.—Granted assignment of license from **Ralph M. Allgood** and **Grover Wise** to **WRMA Bcstg. Co. Inc.** (interest in **WAOK Atlanta, Ga.**); consideration $165,000. Announced Nov. 21.

KAIR Tucson, Ariz.—Granted assignment of cp from **William J. Hyland III, Dawkins Espy** and **James H. Duncan** to **Josh Higgins Radio Enterprises Inc. (65% KXEL Waterloo, Iowa)**; consideration $135,000. Announced Nov. 21.

KWG Stockton, Calif.—Granted assignment of license to **KWG Bcstg. Co. (O. R. Reichenbach,** president); consideration $85,000. Announced Nov. 21.

KGOL Golden, Colo.—Granted transfer of control from **Rachel R.** and **Robert W. Fouse** and **William H. Finch** to **Grand Canyon Bcstrs. Inc. (KHEP Phoenix, Ariz.)**; consideration $39,000 for 75% interest. Announced Nov. 21.

WJDM (TV) Panama City, Fla.—Granted transfer of control from **J. D. Manly** to **Mel Wheeler** (25% interest in **WEAR-AM-TV Pensacola**; owns **WTYT Titusville,** and **WSCM Panama City Beach, all Fla.**); consideration $60,000 for 96% interest (with wife owning remaining 4%). Announced Nov. 21.

KMGM-TV Minneapolis, Minn.—Granted transfer of control from **T. P. Johnson,** et al., to

Florida

$110,000.00

Coastal daytimer in one of Florida's most rapidly growing markets. Presently profitable, this property is just beginning to realize its potential. $25,000 cash will handle, with balance easily payable out of earnings.

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NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	ATLANTA	CHICAGO
James W. Blackburn	Clifford B. Marshall	H. W. Cassill
Jack V. Harvey	Stanley Whitaker	William B. Ryan
Washington Building	Healey Building	333 N. Michigan Avenue
STerling 3-4341	JAckson 5-1576	FInancial 6-6460

National Telefilm Associates Inc. (Ely A. Landau, president); consideration $650,000; without prejudice to whatever action Commission may deem appropriate in light of any determinations in United States v. National Telefilm Associates Inc., Civil Action 119-287 (U. S. D. C., S. D. N. Y.) and Standard Radio & Television Co. v. The Chronical Publishing Co., et al. (Sup. ct., Calif. Santa Clara County, Case No. 103194). Comr. Bartley dissented and issued statement. Announced Nov. 21.

WDEB Gulfport, Miss.—Granted assignment of license to **Electronics Research Inc.** of **Evansville (Ind.)**; consideration $80,000. Announced Nov. 21.

KSHO-TV Las Vegas, Nev.—Granted transfer of control from **Frank Oxarart,** et al., to **Nathan** and **Mervyn L. Adelson**; consideration $70,000. Announced Nov. 21.

WFEA Manchester, N. H.—Granted transfer of control from **Farris E. Rahall** to **Farris E., N. Joe** and **Sam G. Rahall, Clyde R. Fry** and **O. R. Davies**; four newcomers each pay $2,000 for one-fifth interest plus note obligations. Announced Nov. 21.

WCRE Cheraw, S. C.—Granted assignment of license to **E. G. Robinson Jr.** and **William R. Wagner,** d/b as **Pee Dee Bcstg. Co.** (Mr. Robinson owns **WDKD Kingstree, S. C.**; Mr. Wagner 25% interest in **WBEJ Elizabethton, Tenn.**); consideration $20,000. Announced Nov. 21.

KDDD Dumas, Tex.—Granted acquisition of positive control by **Lucian W. Spencer** (present 34.86% owner) through purchase of additional stock from **William L. Spencer** for $18,500. Announced Nov. 21.

WYSR Franklin, Va.—Granted relinquishment of positive control by **S. L. Goodman** through gift of 1% to **Howard H. Keller,** giving latter 50% interest. Announced Nov. 21.

WHAR Clarksburg, W. Va.—Granted transfer of control from **George Wilson Sr.** and **Jr.** to **Mason C.** and **Maruma R. Deaver**; consideration $67,938. Announced Nov. 21.

APPLICATIONS

KOKY Little Rock, Ark.—Seeks assignment of license and cp from **Ebony Radio** to **Ebony Radio of Arkansas Inc.** Corporate change. No control change. Announced Nov. 21.

WKEN Dover, Del.—Seeks assignment of license from **WKEN Inc.** to **Coastal Carolina Bcstg. Corp.** for $35,000. Coastal Carolina Bcstg. Corp. is owned by **James Olin Tice Jr.** (51%) and **George Henry Breivogel** (49%). Mr. Breivogel is announcer, CBS. Mr. Tice, also CBS announcer, is president and nearly one-third owner of **WJOT Lake City, S. C.** and president and 51% owner of **WBLR Batesburg, S. C.** Announced Nov. 26.

WWIL Ft. Lauderdale, Fla.—Seeks assignment of license from **Radio Station WIL,** a joint venture, to **Florida Air-Power Inc.** for $4,500 plus $20,000 loaned to corp. plus agreement to lend additional $40,000. Florida Air-Power Inc. is owned by **Robert I. Horne** (66⅔%) and **Richard C. Fellows** (33⅓%). Mr. Horne is in candy. Mr. Fellows is operations manager of **WPDQ Jacksonville, Fla.** Announced Nov. 21.

WMJM Cordele, Ga.—Seeks assignment of license from **The Southeastern Bcstg. System** to **Southeastern Bcstg. System Inc.** Corporate change. No control change. Announced Nov. 22.

WNBS Murray, Ky.—Seeks assignment of license from **Murray Bcstg. Co.** to **Charles Shuffett** and **C. H. Hulse Jr.,** a general partnership, d/b as **Service Bcstg. Co.** for $8,925. Announced Nov. 21.

WCLD Cleveland, Miss.—Seeks assignment of license from **Voice of the Delta** to **Radio Cleveland Inc.** for $40,000. Radio Cleveland is owned by **George C. Shurden** (16%) and **William S. Boswell, Charles M. Clark, I. E. Dattel, J. R. Denton, S. E. Kossman Sr., Douglas A. Livingston, Jay Mann, H. L. Sledge and W. Frank Wood** (each 9-plus %). Mr. Shurden is manager, 20% owner of **WMFC Monroeville, Ala.** and general manager of WCLD. Mr. Boswell is cpa. Mr. Clark is in drugs and furniture. Mr. Dattel is in general merchandise. Mr. Denton is in foods. Mr. Kossman is in real estate, appliances and autos. Mr. Livingston is in furniture. Mr. Mann is in department store and rare books, Mr. Sledge insurance. Announced Nov. 22.

WHUC Hudson, N. Y.—Seeks assignment of license from **The Colgren Bcstg. Co** to **Colgren Bcstg. Co. Inc.** for $82,500. Colgren Bcstg. Co. Inc. is owned by **Orin Lehman,** newspaper publisher. Announced Nov. 21.

WKOV Wellston, Ohio—Seeks transfer of control of licensee corp. **(The Family Bcstg. Co.)** from **Dexter Parks Robinson** to **The Court House Bcstg. Co.** for $32,000. The Court House Bcstg. Co. is owned by **W. N. Nungesser** (30.75%), **Wm. Kingsbury** (18.75%), **E. J. Nungesser** (13%) and others. Court House Bcstg. also owns **WCHO Washington Court House, Ohio.** Announced Nov. 26.

WDIA Memphis, Tenn.—Seeks transfer of control of licensee corp. **(Bluff City Bcstg.)** from **John R. Pepper** to **WDIA Inc.** for $1,000,000. WDIA Inc. is owned by **WOPA Inc.,** which is owned by **Richard Goodman** (55%) and others. Mr. Goodman has similar interest in **WOPA-AM-FM Oak Park, Ill.,** and is vice president of **KXEL Waterloo, Iowa.** Announced Nov. 15.

KTES Nacogdoches, Tex.—Seeks acquisition of positive control of permittee corp. **(East Texas Bcstg. Co.)**, by **Lee Scarborough** through purchase of all stock from **Joe D. Prince, T. Gillette Tilford** and **James G. Taylor** for their initial contributions of capital to the corp. Mr. Scarborough is owner KELS (FM) Nacogdoches. Announced Nov. 21.

KRCT Pasadena, Tex.—Seeks transfer of control of licensee corp. **(Bay Bcstg. Co.)** from **W. D. Christmas** to **Industrial Bcstg. Co.** for $175,000. Industrial Bcstg. is owned by **John H. Touchstone** and **Leroy J. Gloger** (each 50%). Mr. Touchstone is vice president, general manager and 7% owner KRCT. Mr. Gloger has had various business interests. Announced Nov. 20.

WNIX Springfield, Vt.—Seeks transfer of control of licensee corp. **(Connecticut Valley Bcstg. Co.)** from **Twin State Bcstrs. Inc.** and **E. Dean Finney** to **Carlo F. Zezza** and **Elizabeth L. Zezza** for $14,904. Mr. Zezza is account exec. of **WPIX Television Inc., New York, N. Y.** Elizabeth Zezza is housewife. Announced Nov. 26.

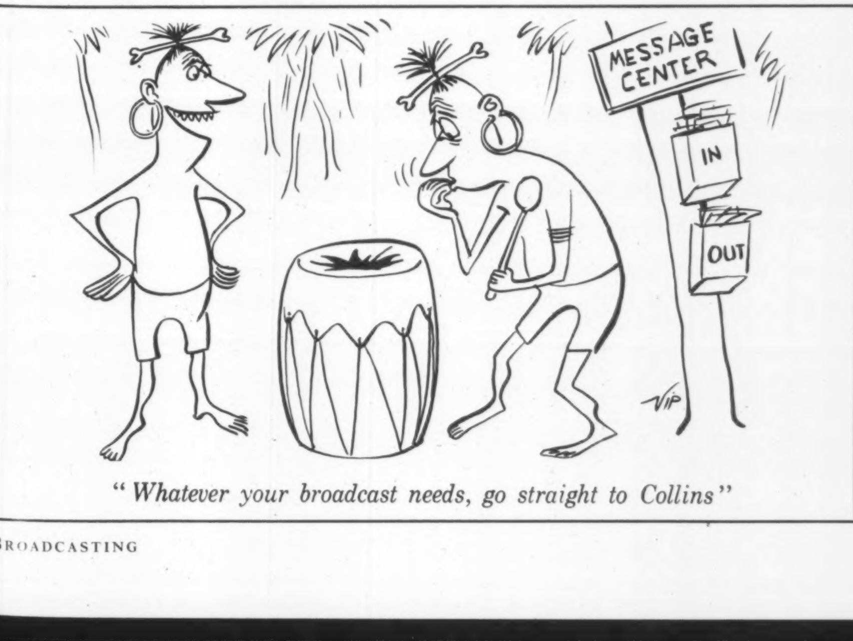
WGKV Charleston, W. Va.—Seeks assignment of license from **Evans Bcstg. Co.** to **Joseph L. Brechner** for $12,500 plus assumption of note. Mr. Brechner is president and more than 25% owner of **WLOF-AM-TV Orlando, Fla.,** and president and 55% owner of **WERC-AM-FM Erie, Pa.** Announced Nov. 18.

Routine Roundup

ACTIONS BY FCC

By Memorandum Opinion and Order, Commission granted petition for reconsideration filed by **Television Spokane, Inc.,** to extent of postponing effective date of Sept. 25 grant of assignment of licenses of KREM-AM-FM-TV (Ch. 2), **Spokane, Wash.,** from **Louis Wasmer** to KREM Bcstg. Co., pending final determination in hearing with respect to protest by **Television Spokane**; made latter party to proceeding; and further ordered that, in event assignment has been consummated, parties shall set aside assignment and return status quo within 30 days from date of order. Commissioner Mack abstained from voting. Commissioner Craven dissented. Announced Nov. 21.

By Memorandum Opinion and Order, Com-



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mission (1) postponed effective date of Sept. 18 grant of application of **George A. Hormel II,** for new AM station **(KQAQ)** to operate on 970 kc, 1 kw, DA-D in **Austin, Minn.**; (2) designated same for evidentiary hearing; (3) made protestant **Minnesota-Iowa Television Co.** (licensee of AM station **KAUS** and TV station **KMMT Austin)** party to the proceeding, (4) denied **KQAQ** motion to dismiss protest; and (5) further ordered that, if requested by protestant within 10 days of release of Order, oral argument will be held to determine whether certain issues are grounds for setting aside grant. Commissioner Ford abstained from voting. Announced Nov. 21.

Commission announced its Memorandum Opinion and Order of Nov. 20 denying petition by **The Montana Network (KOOK-TV,** Ch. 2), **Billings, Mont.,** for rehearing, stay and other relief, as well as relief requested by **Midland Empire Bcstg. Co.** in supplement to its opposition, directed against April 17 decision which affirmed and made effective immediately Nov. 23, 1955, grant to **Midland Empire Bcstg. Co.** for new TV station **(KGHL-TV)** to operate on Ch. 8 in Billings, and which denied protest, etc., by Montana Network. Commissioner Bartley concurred in result and issued statement; Commissioner Ford abstained from voting. Announced Nov. 21.

Commission announced its Memorandum Opinion and Order of Nov. 20, denying petition by **Community Telecasting Co. (WXTV** Ch. 73), **Youngstown, Ohio,** for rehearing and reconsideration of Sept. 5 Memorandum Opinion and Order which dismissed its protest to Commission's Feb. 20 grant of application of **WKST Inc.,** to change transmitter site of **WKST-TV** (Ch. 45), **New Castle, Pa.,** and make equipment changes; also denied request of WKST, Inc., contained in its opposition to WXTV petition, that the conclusions in Sept. 5 Memorandum Opinion be modified to hold that WXTV's claims of economic injury are frivolous and that in circumstances no grounds have been presented for setting aside the grant. Commissioner Bartley concurred in part, dissented in part, and issued statement. Announced Nov. 21.

Petitions for Rule Making Filed

Metropolitan Pittsburgh Educational Television Station WQED Pittsburgh Pennsylvania—Petition requesting amendment of Sec. 3.606 by instituting Rule Making so as to allocate Ch. 22 at **Pittsburgh, Pennsylvania,** by deleting assignment of same at **Clarksburg, West Virginia.** Announced Nov. 22.

FM Broadcasters Inc., tr/as Market-Casters Seattle, Washington—Petition requesting amendment of Sections 3.293, 3.294 and 3.295 by eliminating mandatory requirement that stations engaged in type of programming known as "storecasting" or instrumental music, news and public service announcements must do so on multiplex basis. Announced Nov. 22.

Capital Broadcasting Company, WNAV-FM Annapolis, Maryland—Petition requesting amendment of Rules with respect to multiplex broadcasting by extending time for compliance for an additional period of six months ending July 1, 1958, and for such other relief as may be necessary to permit FM stations to continue their present storecasting operations until such time as they are able to obtain and install satisfactory equipment for conversion to multiplex operations; or, in alternative, to grant Petitioner a waiver of the requirements of Section 3.293 under the same terms and conditions. Announced Nov. 22.

King Broadcasting Company, KING-FM Seattle, Washington—Petition requesting postponement of effective date of Section 3.293 for period of not less than six months from January 1, 1958, or, in alternative, to grant Petitioner a waiver of multiplexing requirement, to continue its simplex operation for six-month period during which it will be able to reach informed decision as to whether to apply for an authorization for a multiplexing operation. Announced Nov. 22.

North Shore Broadcasting Company WEAW-FM Illinois—Petition requesting amendment of Sec. 3.293 so as to change last parenthetical expression to provide for issuance of subsidiary communications authorizations on simplex basis to expire July 1, 1958, and for such other relief as may be necessary to permit FM stations to continue their present storecasting operations until such time as they are able to obtain and install satisfactory equipment for conversion to multiplex operations; or, in alternative, to grant Petitioner waiver of requirements of Section 3.293 under the same terms and conditions. Announced Nov. 22.

The Silver City Crystal Company, Inc. WMMW-FM Meriden, Connecticut—(Same as above).

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on Nov. 18

Granted petition of **Robert Hecksher, Jacksonville, Fla.,** to dismiss without prejudice his AM application, and retained in hearing status remaining AM applications involved in the consolidation.

By Hearing Examiner Thomas H. Donahue on Nov. 18

At oral request of **Atlantic Coast Bcstg. Corp. of Charleston (WTMA-TV Ch. 4), Charleston, S. C.,** and with concurrence of all other participants, ordered that hearing on Atlantic's TV application scheduled for Nov. 19 is continued to Dec. 3.

By Hearing Examiner Annie Neal Huntting on Nov. 19

Issued Statement and Order Following First Pre-Hearing Conference in proceeding on AM applications of **Grady M. Sinyard, Fullerton Ky.,** and **Karl Kegley, Vanceburg, Ky.**

By Hearing Examiner Charles J. Frederick on the dates shown

Ordered that prehearing conference will be held on De. 6 re AM applications of **Santa Rosa Bcstg. Co., Santa Rosa, Calif.,** et al. (Action 11/19).

Ordered that further prehearing conference scheduled for Dec. 12 is cancelled, and that further prehearing conference is scheduled for 2:00 p.m., Nov. 21, and hearing proper is scheduled for Dec. 12 in proceeding on AM applications of **Enterprise Bcstg. Co., Fresno, Calif.,** et al (Action 11/20).

By Commissioner Robert T. Bartley on Nov. 21

Granted petition of Broadcast Bureau for extension of time to Dec. 3 within which to file Exceptions to Initial Decision issued in proceeding on AM application of **Huntington-Montauk Broadcasting Co., Inc. (WGSM) Deer Park, L. I., N. Y.**

Granted petition of Broadcast Bureau for extension of time to Dec. 6 within which to file reply to petition of Nov. 12 by **Huntington-Montauk Bcstg. Co., Inc., Huntington, N. Y.,** for dismissal of FM application of **The Riverside Church in the City of New York, New York, N. Y.,** or in alternative, reconsideration of order designating for consolidated hearing Huntington and Riverside applications.

By Chief Hearing Examiner James D. Cunningham on Nov. 20

Granted petition of **Grady M. Sinyard, Fullerton, Ky.,** for acceptance of his Appearance filed late in proceeding on his AM application and that of **Karl Kegley, Vanceburg, Ky.**

Dismissed pleading entitled "Opposition to Motion to Strike and Reply to Opposition to WEHT Petition to Intervene", filed on Nov. 18 by **WEHT Inc. (WEHT Ch. 50) Evansville, Ind.,** in proceeding on **Evansville Television, Inc.,** to show cause why its authorization for **WTVW Evansville,** should not be modified to specify operation on Ch. 31 in lieu of Ch. 7.

By Hearing Examiner Charles J. Frederick on the dates shown

Ordered that oral argument on petition of **Television Broadcasters, Inc.,** to amend its application for Mod. of CP **(KBMT)** to change from Ch. 31 to Ch. 12, **Beaumont, Texas,** will be held at commencement of further hearing scheduled for Dec. 16 in Ch. 12 proceeding, Beaumont, and time to be allotted to counsel for each applicant will be determined at that time (Action 11/20); by Memorandum Opinion and Order, denied "Petition For Examiner To Enlarge Issues" filed by **Brown Telecasters, Inc.,** on Sept. 12 (Action 11/21).

By Hearing Examiner Hugh B. Hutchison on Nov. 20

Denied petition of **The Riverside Church in the City of New York, New York, N. Y.,** for leave to amend its FM application to reflect an increase in hours of operation per week of its proposal, and consequent alterations in its programming and staffing proposals.

By Hearing Examiner H. Gifford Irion on Nov. 20

Ordered that hearing scheduled for Nov. 25 is continued indefinitely in proceeding on AM applications of **Radio St. Croix, Inc., New Richmond, Wis.,** et al.

By Hearing Examiner Elizabeth C. Smith on Nov. 20

Granted petition of Broadcast Bureau for continuance of hearing from Nov. 21 to Dec. 4, at 11:00 a.m., in proceeding on AM applications of **Allegan County Broadcasters, Allegan, Mich.,** and **Booth Radio & Television Stations, Inc. (WJVA) South Bend, Ind.**

By Chief Hearing Examiner James D. Cunningham on the dates shown

Granted petition of **Carolina Bcstg. System, Inc., Wilmington, N. C., for** dismissal without prejudice of its application for new TV station to operate on Ch. 3, and dismissed joint motion of **United Bcstg. System, Inc.,** and **New Hanover Bcstg. Co.,** to make the dismissal of petitioner's application effective immediately (Action 11/25).

By Hearing Examiner H. Gifford Irion on Nov. 22

Issued Order Correcting Transcript of testimony in proceeding on AM application of **Noble-DeKalb Bcstg. Co., Inc. (WKTL Kendallville, Ind.,** by withdrawing Exhibit 1 physically from the record since it has no further use.

Granted petition of **Hennepin County Bcstg. Co., Golden Valley, Minn.,** for leave to amend its AM application by including certain photographs of its transmitter site.

By Hearing Examiner Elizabeth C. Smith on the dates shown

Granted petition of **Cleveland County Bcstg. Co. Shelby, N. C.,** for leave to amend its AM application to show change in proposed operation from 1590 kc, 1 kw, D, to 1390 kc, 500 w, D, directional, and the application as amended is removed from the hearing docket and returned to the processing line (Action 11/21).

Granted motion of **Lee County Bcstg. Co., Pennington Gap, Va.,** for dismissal of its "Petition to Release Lee County Broadcasting Company from Hearing Proceedings", filed on October 21 (Action 11/22).

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 22

KSAN-TV San Francisco, Calif.—Granted extension of completion date to 5-22-58.

Actions of November 21

Granted licenses for following AM stations: **KIML Gillette, Wyo.**; **WCCN Neillsville, Wis.**; **WILI Willimantic, Conn.**; **WMMS Bath, Maine**; **WCWC Ripon, Wis.,** conditions; **WITT Lewisburg, Pa.**; **WGOR Georgetown, Ky.**; **KPER Gilroy, Calif.**;**WENO Madison, Tenn.,** conditions; **KBCL Bossier City, La.,** and specify studio location and remote control point; condition; **KOOO Omaha, Nebr.,** and specify studio location; conditions; **KWYR Winner, S. Dak.,** and specify studio location and remote control point.

KTKT Tucson, Ariz.—Granted license covering change in facilities, installation new transmitter and DA-D and change transmitter location; conditions.

WHOL Allentown, Pa.—Granted license covering change in facilities, installation of directional antenna and new transmitter; conditions.

KSEM Moses Lake, Wash.—Granted license covering change in facilities, installation of new transmitter and directional antenna DA-2, and change transmitter location.

WJUN Mexico, Pa.—Granted license covering increase in power and specify type transmitter.

WJCM Sebring, Fla.—Granted license covering increase in power.

WLAF LaFollette, Tenn.—Granted license covering change of power from 100 w to 250 w; conditions.

WKMI Kalamazoo, Mich.—Granted license covering installation of a new transmitter as an auxiliary transmitter at present location of main transmitter.

KFJZ Fort Worth, Tex.—Granted license covering installation of a new auxiliary transmitter.

KTRE Lufkin, Tex.—Granted license covering installation of a new transmitter.

KLUB Salt Lake City, Utah—Granted license covering installation of a new auxiliary transmitter and increase power from 250 watts to 1 kw.

WLOU Louisville, Ky.—Granted license covering increase of power from 1 kw to 5 kw and installation of new transmitter.

WCRK Morristown, Tenn.—Granted license covering change in facilities, installation of new

Continued on page 101

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Station manager or commercial manager. Independent in market of 30,000 with 11 years experience, local, network, small and metropolitan markets with excellent references. Thorough knowledge of music-news operation. Promotion-minded. Can sell against best salesman in town. Available January first 1958. For salary requirements, references, and resume write Box 926B, BROADCASTING.

General manager-aggressive sales. Take charge of excellent well-equipped daytime station in rural eastern seaboard market. Want honest, hard worker who likes small towns and selling. Excellent salary and commission. Box 952B, BROADCASTING.

Eastern chain has new station under construction. Needs assistant station manager immediately. Eventually promotion to manager. Applicant must have several years announcing experience, sales experience, must be married, must have car. Send tape, resume and photo. Box 157C, BROADCASTING.

Sales

Salesman or salesmanager single station market 15,000; $500 plus percentage earnings. Experience other phases required. Box 130C, BROADCASTING.

Southwest, top rated station in rapidly expanding market has opening for experienced salesman. Box 227C, BROADCASTING.

Dodge the snowballs. Prominent network station in southwest needs salesman-announcer. Do not apply unless you are willing to work. We expect to pay well if you work well. Salary for air work plus draw or commission on sales. NO applications accepted unless accompanied by tape, sales record, and references. You don't have to have a lot of experience, but you must be good material. Room for advancement. Box 251C, BROADCASTING.

Splendid future with Detroit independent for man with proven sales ability, imagination and organizational talent. Box 257C, BROADCASTING.

Two experienced salesmen-announcers who really know how to sell. Send pertinent information Bob Howard, Manager, WBRX, Berwick, Pennsylvania.

New progressive daytimer servicing N. J. suburban area in need of experienced salesman. WHTG, Asbury Park, N. J.

Immediate opening for experienced salesman in metropolitan Pennsylvania market. Excellent guarantee against 15% commission. Established accounts and market. Send full information in first letter, including experience and present billing to Louis Murray, WRTA, Altoona, Pennsylvania.

Announcers

Pennsylvania chain needs experienced announcers. Good working conditions. 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, BROADCASTING.

Immediate opening for staff announcer qualified also as newsman. 1,000 watt independent near Chicago. Personal interview necessary, detail age, education, experience in resume. Box 821B, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Disc jockey and special events man for top-rated show on top-rated news and music indie. Sunny Florida living in booming market. Send tape, resume, etc., to Box 958B, BROADCASTING.

Maryland independent wants staff announcer with some experience who can do good record show and operate board. Box 131C, BROADCASTING.

Two announcers in established western Pennsylvania station. Must be experienced in board work, news writing and show imagination in dj work. Good pay to right men. Send tape, references, salary requirements, background and picture. All material will be returned promptly. Box 152C, BROADCASTING.

Send 5 minutes on tape. Independent 5-kw 24-hour midwest station needs nite dj with 1st class ticket. Pay and working conditions good. Box 198C, BROADCASTING.

Energetic family man announcer with Storz-Noemac ability and cooperative personality to work with growing Texas chain of stations. Wealth of experience not needed. Tape and resume first leter. Box 201C, BROADCASTING.

Midwest daytimer wants experienced staff announcer for early morning dj and news work. Prefer married man who wants to settle in finest community in midwest. Send tape, photo's and resume to Box 216G, BROADCASTING. 3rd ticket or better required.

Mo. opening. Good announcer, dj on top 40 music station. Floaters need not apply. Please send tape and state minimum salary. Box 219C, BROADCASTING.

Good dependable combination man, southern market. Write Box 234C, BROADCASTING.

Daytime station needs combo announcer-engineer. Tommie Stripling, KTET, Livingston, Texas.

Announcer with first phone, no maintenance, contact G. C. Packard, KTRC, Santa Fe, N. M.

Experienced dj familiar with music, news format. Send tape dj show and news to KWOW, Pomona, California.

Experienced announcer-disc jockey needed for top midwestern radio station. Send tape and letter with full particulars to the P.D., WGEM, Quincy, Illinois.

New progressive 500 watt daytimer reaching N. Y. metropolitan area is in need of an experienced announcer with first phone. Small operation. WHTG, Route 1, Asbury Park, N. J.

Experienced staff dj. All-round man. WKLZ, Kalamazoo, Michigan.

Wanted, young newsman. Desire more important than experience. Salary range, 75-80. Send tape, photo, resume to: Don Potter, WKNX-AM-TV, Saginaw, Michigan.

Experienced versatile announcer who knows popular music for Washington, D. C. area independent. Send resume, tape and photo to Jack Moran, WPIK, Alexandria, Virginia.

Big small town market of 70,000 (general vicinity of Atlanta) wants combo man with 1st phone ticket for night shift—never more than 4 or 5 hours per night on board, only 5 nights a week Must have good voice. Send tape, resume and desired starting salary immediately to Don Mitchell, 230 Lakeview Ave., NE, Atlanta 5, Georgia.

Technical

Eastern Kentucky daytimer needs first class engineer immediately. Send complete resume. Box 991B, BROADCASTING.

Need engineer for active station. Some announcing. Good pay and pleasant working conditions. Box 138C, BROADCASTING.

Chief engineer. Immediate opening for experienced engineer, Virginia station. Send complete information. Box 193C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Technical

Looking for engineer, announcer. Annoucing the most important. Good opportunity for right man with 1st phone. Starting salary $90.00 per week. If interested send tape, 5000 watt, 25 years old, number one in Amarillo, Texas, KFDA, Box 128.

Experienced chief engineer-announcer. Send tape, experience to KWOW, Pomona, California.

Chief engineer-announcer, good salary; send tape and resume to WDBL, Springfield, Tenn.

Immediate opening for chief engineer-announcer for 1000 watt southeast independent station. Good pay, pleasant working conditions. Send tape, photograph, and resume to WJAT, Inc., Swainsboro, Ga.

Wanted, engineer-announcer with first class phone. Southern West Virginia CBS affiliate. Announcing experience stressed. Transmitter watch duties to spell other technicians. Immediate opening. Group insurance program. WJLS, Beckley, West Virginia.

Technical supervisor take charge well equipped am-fm operation. New Gates kilowatt am, GE fm transmitters, remote controlled. Applicants must have several years all-around maintenance experience. Excellent opportunity for engineer preferring station which maintains A-1 equipment condition. Contact Ray Cheney, WMIX, Mt. Vernon, Illinois.

Production-Programming, Others

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 946B, BROADCASTING.

Combo news-staff man with emphasis on news in depth. Permanent berth in major Ohio metropolitan market to man who can cut the mustard. Starting salary commensurate with experience and ability. Send resume, photo, tape and other pertinent information first letter. Box 197C, BROADCASTING.

Newsman for southern New England 5 kw network affiliate. Emphasis on gathering and writing local news. Air work not necessary. Youth, enthusiasm and sports knowledge desirable. Send full information to Box 231C, BROADCASTING.

Opportunity for competant small station newsman, ready to move up, to join news staff of 50 kw mid-Atlantic area radio station. Send resume of experience and qualifications along with tape to Box 243C, BROADCASTING.

5000 watt mid-west radio needs assistant news and sports director. News, leg and air work, sports, air color play-by-play. Music background, first phone ticket. Young married man preferred. Excellent future. Send tape, photo, references, salary expected to James Jae, Manager, KHMO, Hannibal, Missouri.

RADIO

Situations Wanted

Management

Permanent location, with opportunity of part ownership. Experienced all phases. Box 807B, BROADCASTING.

General manager available 1st of year. Highly promotional. 18 years radio experience. References, married and reliable. Can produce. Box 162C, BROADCASTING.

Recently sold my station after ten years of profitable operation. Ready to bring you a most thorough and comprehensive knowledge of the broadcasting business, all phases. Married, family, 37 years old, available February. Looking for community with a future. Box 224C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

General manager for small market station desires similar position with medium or large market station. Proven record and best references from nation's most respected multiple-station owner. Current station sold after increase in income. Available after December 15th. Will accept salary-override arrangement or will work out management contract. Must have minimum $9,000 plus. Write to R. C., 1750 39th Ave., San Francisco.

Announcers

Basketball announcer, 7 years experience. Finest of references. Excellent voice. Box 898B, BROADCASTING.

Former network sportscaster and sports director wishes to relocate. Excellent play-by-play. Tape, picture and resume on request. Box 966B, BROADCASTING.

Announcer, first phone, thoroughly experienced. Sober, clean habits, dependable, selling voice. Seeks permanent position. Box 142C, BROADCASTING.

Top jock? You bet! Radioman? All the way! Ability? Read what my last boss said! Experienced? 2 years, pd! Successful? Now working in one of the top 10 markets in the country! Why leave? Too much tv! Interested? I've got the tapes! No jukeboxes, please! Box 172C, BROADCASTING.

Negro personality: Relocate. Now with top audience, 5000 watter. Five years dj experience. Permanent. Box 180C, BROADCASTING.

Network caliber announcer-program director desires location in major eastern market. 12 years radio, some tv. Best agency references. Must make 13-15 thousand. Married, family. Box 195C, BROADCASTING.

C & W disc jockey, operate board and salesman like location on east coast. Box 196C, BROADCASTING.

DJ beginner, capable, eager to please, salary secondary to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 203C, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel, gimmicks, and sales. Box 204C, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 205C, BROADCASTING.

Having trouble finding an all night dj? You've found him. Single, vet, experienced. Box 211C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Starting a jazz show? I'd like to spin the sides for you. Experienced. Vet. Single. Box 212C, BROADCASTING.

Reliable 32-year-old announcer, 10 years experience seeks position in Ohio market. Production-sales also. $105. per week. Box 221C, BROADCASTING.

Station going top 40. I want out. Three years varied experience, first phone. Would like staff or pd at station programming somewhat above teen-age level. Available January first. Box 222C, BROADCASTING.

Experienced dj, knows music, good commercial, can sell, family. Box 223C, BROADCASTING.

Personality dj, morning man, audience builder, merchandise mover. Family man, no floating flash. Can also sew up mid morning woman audience with warm, friendly, different approach. Tried under fire in highly competitive market and large area. TV-pd and 12 years radio experience. Best references. East or Ohio preferred. $200 minimum. Box 230C, BROADCASTING.

Western and country personality-dj seeks metropolitan market. Have gun, will travel. 10 years experience. Box 233C, BROADCASTING.

Announcer five years. First. Seeks college town to complete education. Box 235C, BROADCASTING.

Newscaster-announcer. Five years announcing, one newsgathering, writing, reading. First phone. Box 236C, BROADCASTING.

College grad, 33,, 10 years experience, staff and dj, prefer 300 mile radius of Louisville, Kentucky. Box 245C, BROADCASTING.

Personality-plus. A dj extraordinary! College grad. 4 years experience, presently employed. Salary $125. Interested in full-time music, news operation. Write Box 246C, BROADCASTING.

So rare, announcer, license (no maintenance) limited experence. $400 minimum. Box 247C, BROADCASTING.

Staff announcer, good commercial delivery, dj, news-graduate Cambridge Radio-TV Broadcasting School. Start anywhere. Tape on request. Box 248C, BROADCASTING.

Top flight announcer: Now employed in Chicago. Married, two children. Experience, play-by-play-record show (not hot shot type). Can sell sponsor's products. Good ad-lib man. Can sell and produce. On present job 1½ years: previous one, 7 years. Tape and full details on request. Box 249C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, experienced, music, news, sports, commercials; operate board. Tape available. Box 254C, BROADCASTING.

Personality dj, salesman, fast delivery, gimmicks, shows, hops. Available now. Box 255C, BROADCASTING.

Negro, top rated dj, newscaster, commercials, good voice, had own tv show. 931 48th St. Kenosha, Wisconsin. Give full details.

4 years radio. Know all music. Employed, married. Afternoon shift desired. Northeast preferred. Charlie Doll, Station WFTR, Front Royal, Virginia.

Play-by-play, sports and staff announcer, 23, married, college grad, 5 years experience, dependable, progressive, want permanency, available immediately, Charles Phillips, South 13th Street, LaFollette, Tennessee. Phone 941.

Technical

Experienced chief engineer wants permanent position. Reasonable salary. Licensed. Box 911B, BROADCASTING.

Engineer-operator, nine years experience, all phases, wishes overseas position in broadcasting or related fields. Reply Box 161C, BROADCASTING.

Chief engineer, family man, licensed twenty years desires position California or southeast. Box 217C, BROADCASTING.

3 years am, some tv, half as chief 5 kw remote control directional. Reliable, capable. Want chief am or fm. Prefer midwest. Box 242C, BROADCASTING.

Young man, 22, desires part-time transmitter position evenings or weekends in northern New Jersey area only. Graduate RCA Institutes—have 1st phone, no experience. Box 252C, BROADCASTING.

1st phone combo man, tv or radio, ready to travel. West coast bay area preferred. Veteran, have training, want experience. John Pardini, 5910 Sunset Blvd., Hollywood 28, Calif.

Production-Programming, Others

News director-commentator. Top talent. fully experienced, now employed. Exceptionally fine voice. Mature, authoritative delivery. Want top station at top salary. First phone, no maintenance. Box 173C, BROADCASTING.

News director. 10 years. Want challenge, competition. Make your station prestige station, with top rated news. Know tv and radio news from the story to airing. Do top air job, film, edit, write. Direct staff for best coverage. College. Married, child. References from top men. Box 213C, BROADCASTING.

Copywriter, girl Friday, creative imagination; really like to write. News editing experience. General business and retail sales background. Box 244C, BROADCASTING.

Continuity, traffic director, prolific writer. Top salary required. Prefer south. Box 250C, BROADCASTING.

Copywriter-dj, 35, seven years experience, interested selling. Resume, continuity specimens, tape. Box 256C, BROADCASTING.

Top news man, 11 years experience, write own copy, gather, edit and air. Strong on commercials, married, 2 small children. Vet. Experience runs from local to network. Prime consideration: a good city in which to settle and raise my family. No floater. Best references. Write Apt. #1, 2460 W. Hutchinson, Chicago, Illinois. Phone: Irving 8-8104.

Copywriter. Still employed but looking with employer's blessing. Can do air and secretarial work. Hazel D. Calden, WMAX, Grand Rapids.

TELEVISION

Help Wanted

Sales

Salesman wanted for growing Rocky Mountain city, vhf network station. Excellent opportunity. Write Box 208C, BROADCASTING.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "combo operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

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If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

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821 19th St., N.W., Washington 6, D. C. OR **1505 N. Western Ave., Hollywood 27, Calif.**

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name______________________________

Address__________________ **City**______________ **State**________

I am interested in: ☐ Home Study ☐ Resident Classes

TELEVISION

Help Wanted—(Cont'd)

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Northwestern CBS affiliate needs engineer experienced in tv transmitter and microwave. Give references and personal data in letter to Box 192C, BROADCASTING.

Transmitter engineer for vhf station in metropolitan midwest city. Radiotelephone first required. Salary range $80.00 to $125.00, other benefits. Opportunity to advance from small radio or tv operations to a large operation. State experience, education, and provide a recent snapshot. Box 206C, BROADCASTING.

If you have a first class license and good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-TV, Kalispell, Montana.

Television engineer, must have first phone and thorough knowledge of studio equipment with emphasis on maintenance. Excellent facilities make working conditions ideal. Good salary to qualified man. Write or wire General Manager, KMSO-TV, Missoula, Montana.

Have technical opening for man either experienced or inexperienced. First phone reqiured. KXJB-TV, Valley City, North Dakota.

Production-Programming, Others

Experienced television copywriter with speed and imagination for Texas vhf. Box 945B, BROADCASTING.

TELEVISION

Situations Wanted

Management

Promotion manager. Award winning promotion manager desires position with major or medium market station. Expert in sales promotion, development, merchandising and advertising. Strong on regional and national sales. Top Madison and Michigan Avenue references. East and midwest. Box 124C, BROADCASTING.

General manager now managing network vhf station, small market. Have developed present station to maturity and now desire larger market. Ten years radio and television management experience. Extensive midwest and New York agency contacts. Excellent network and national representative relations. Under 40. References. Box 232C, BROADCASTING.

Top man in major market will relocate as operations or production manager for top money. If you can afford a good operation, I'll send resume. Ten years experience. Box 259C, BROADCASTING.

Sales

Selling out my business (D&B D-2). Experienced radio-tv sales, 31, single, BFA, MA, seeking opportunity tv sales. Available January 1. Box 191C, BROADCASTING.

Eleven years experience including three salesmanager. UHF experience in mixed market. Currently employed. Family. 31. Finest references. I'll make you money. Box 240C, BROADCASTING.

Announcers

Experienced announcer, presently employed in radio, desires advancement to tv. Single, 27, veteran. Tape, resume available. Box 136C, BROADCASTING.

Production-Programming, Others

Photographer. Experienced news and commercial, complete equipment; family; locate anywhere. Box 893B, BROADCASTING.

Yes! Five years television production experience. Director, audio, camera, floor, film, lighting, announcing. Yes! Ready and willing to shoulder responsibility. Yes! Reliable, family man, sober. Yes! Presently employed but seeking advancement. Write Box 199C, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Production manager-producer/director. 8 years experience. Local, network, agency, film. Excellent references. Desires position with a future. Box 202C, BROADCASTING.

Canadian television executive, presently employed, has reached top with present family owned-operated station. 7 years Canadian radio, 3 television. Hard worker and organizer. Fully experienced in programming, production, performing, film buying, and personnel. Desire advancement opportunity with aggressive American or Canadian station. Age 29, married with one child. Present employer aware of this ad. Can provide top references. Will travel for right deal. Future most important. Money can be discussed. Write Box 214C, BROADCASTING.

Looking ahead? If you're doing any production hiring soon, this man can fill your need. Big-city newspaper reporter, still and movie photo experience, now completing television production course. Plus extra supervised training in major market network station. 34, 3 children. Excellent references in broadcasting industry. Box 226C, BROADCASTING.

FOR SALE

Stations

Texas kilowatt in fast growing medium market. Making money. $18,000 down, balance over 5 year. Please give your financial qualifications in first letter. Box 218C, BROADCASTING.

For sale: North Alabama small station, new equipment, excellent market, good gross. $75,000 with $25,000 cash down. No brokers, Box 228C, BROADCASTING.

In response to many inquiries, WMPM is not for sale. There are no idiots with enough money to buy it. Building ugly, gross small, staff temperamental, manager incompetent, market tough and getting tougher. WMPM ain't much but it's mine and I may as well stay with this dog and starve doing what I enjoy. Jack Townsend.

When money talks, it says Norman. From Maine to California, the following properties are available through Norman & Norman, Inc., on the basis that letters of inquiry will be submitted to owners previous to disclosure of property. These are quality properties available mostly for cash, with the owners becoming more realistic daily. No. 1. Mid-west, 5 kw, top 20 markets, low frequency, $750,000 cash. No. 2. South-west, excellent market, good frequency, high-ratings, cash for annual gross, approximately $385,000. No. 3. Mid-west, $1,400,000, most cash, some 5 year terms, 5 kw, top fifteen markets, unusual opportunity. No. 4. Mid-west, $1,500,000, mostly cash, excellent ratings, unusuall growth in offing, sound for long-pull ownership, with excellent returns, 5 kw. No. 5. Mid-west, local, single station market. 85,000, 29% down, an excellent opportunity, city of 20,000. No. 6. Colorado, single market local, new equipment and studios, new tower and site, non-resident owners will sell for cash at near annual gross volume, approximately $55,000. No. 7. Mid-west local, $600,000, cash in major market, excellent business and rating to justify price. Properties will be disclosed to qualified buyers only upon written inquiry and after approval of owners as per our agreement with them. Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa.

Florida gulf coast, $85,000 with terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Northeast metropolitan market, $130,000 total, half on terms. Paul H. Chapman Company, 17 East 48th, New York.

Profitable Florida single station market, asking price, $75,000. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Kansas City-Wichita area. A fulltime am station available. Ralph Erwin. Broker. Tulsa.

Little Rock-St. Louis area. Medium-city broadcast station now available. Ralph Erwin. Broker. Tulsa.

St. Louis-Kansas City area. An outstanding am station available. Ralph Erwin. Broker. Tulsa.

Tulsa-Little Rock area. AM station now available. Ralph Erwin. Broker. Tulsa.

FOR SALE—(Cont'd)

Stations

Special. A semi-metropolitan city of highly diversified economy. The 0.5 mvm market of this station exceeds 106,000. Offered for private sale to qualified principals only. Mid-Continent. Fulltime operation. Priced under $100,000. Written inquiries invited. Ralph Erwin. Broker. Tuloma Building, Tulsa.

For sale—5 kw Western Electric water-cooled transmitter. Excellent condition. Includes extra tubes and parts. $1,250 for cash. Midwest Broadcasting System, Farmington, Missouri.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

New tower. Free standing, 115 foot Dresser-Ideco. Never erected. Complete tower and footing drawings. Write Box 207C, BROADCASTING.

250 watt transmitter, 186-foot Ideco tower. Box 229C, BROADCASTING.

Two Ampex model 350C with new guarantee; one with remote control. Both for $1750. Also new Ampex 612 Stereo playback with two 620 speaker amplifiers. $500.00 complete. Box 241C, BROADCASTING.

$1250 buys Gates RCM-12 remote control unit, complete, ready to use. Station now combined op. Box 651, Patchogue, L. I., N. Y.

For sale, fm mast. Collins six bay doughnut tuned to 99.7. $900.00 F.O.B., Sedalia, Missouri. Apply M. J. Hinlein, KDRO-TV, Phone 1651, Sedalia.

740 feet 6⅛ inch coax transmission line in perfect condition. Crated and ready for shipment, $7,400 cash. Contact W. L. Shackelford, KSWS-TV, Roswell, New Mexico.

For sale, 1 Channel 12 four-bay Prodelin antenna, 1 channel 13 diaplexer, 2 channel 13 Marmonic filters. Contact Lloyd Amoo, KXJB-TV, Valley City, North Dakota.

Mobile broadcast studio. Converted air line bus. With or without equipment. Range 20 miles. Money maker. WEOK, Poughkeepsie, N. Y.

50,000 watts am broadcast transmitter. Western Electric type 306B, Serial 101. Two year supply of tubes, $10,000. WJR, Detroit 2, Michigan, A. Friendenthal.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

WANTED TO BUY

Stations

Three radio men desire fulltime station in progressive market. Have experience and finances. Box 190C, BROADCASTING.

Will invest $10,000 and services for right radio station. Broadcaster wants some management participation. Box 210C, BROADCASTING.

Able manager, excellent profits record, 20 years experience. Can make moderate investment toward lease with purchase option, stock option plan, partnership with absentee or inactive owner, or outright purchase. Box 225C, BROADCASTING.

Equipment

Wanted to buy, 10 kw fm transmitter, other fm accessories. Reply Box 467B, BROADCASTING.

One type MI 28227-2-92 to 108 megacycles for 1⅝ line RCA isolation unit. Quote price, condition and delivery. Box 194C, BROADCASTING.

3 to 5 kw fm transmitter, antenna, and associated gear. Box 200C, BROADCASTING.

WANTED TO BUY—(Cont'd)

Equipment

Want to buy used, self-supporting tower, suitable for tv antenna support. Must be 200 ft. or better. Also one used GPL projector in good condition. Box 238C, BROADCASTING.

FM receiver, rel or equivalent. Remote pickup transmitter and receiver. Top condition only. Box 239C, BROADCASTING.

We buy tower of 450 feet high, with insulators and retains. Lights equipment, preferable in aluminum three faces. Please address replies to Radio Station XEAW, P. O. Box 628, Monterrey, Nuevo Leon, Mexico. Besides we buy two 250 watt RCA Victor equipment.

Wanted: 1,000-foot tower. Please give price and details. Reply Roy Giles, Box 1050, Roanoke, Virginia.

We need 1 to 10 kw fm transmitter and accessories-monitor-console-studio equipment. Any unit or full set up. Write Missionary Foundation, Box 254, Pasadena, California.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

PROGRAM IDEAS

Spot commercial copyrighted program ideas, radio or tv, exclusive, factual fascinating material, sample scripts, details available. Box 121C, BROADCASTING.

RADIO

Help Wanted

Announcers

TOP PERSONALITY

If you're a clever, production-minded deejay . . . you're our man. Top indie in major market will place Number one performer in Number one slot. Send resume and tape to:

Box 237C, BROADCASTING

AIR SALESMAN!

Sacramento's top-rated music and news personality station wants to immediately contact a REALLY effective air salesman (D.J.), preferably with a first ticket. Excellent salary—fine earning opportunity—wonderful California community. Rush audition tape, photograph and past experience resume to Jack Lawson, Station KXOA, P. O. Box 3094, Sacramento 15, Calif.

Production-Programming, Others

NEWS DIRECTOR

Growing chain wants top-flight news director effective January First. Unless you are a mature hard-hitting newshawk that can dig it up and deliver it, don't waste our time. Experience and writing ability a must. Salary open. Rush tape, photo, resume and salary range to

Box 148C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Technical

ENGINEER

We need an experienced first class engineer. The man we are looking for must be able to plan his work and follow through with a minimum of supervision. His duties will consist

1. ***Maintenance of all broadcast equipment.***
2. ***Maintenance of Muzak studio equipment.***
3. ***Planning and supervision of Musak wide music installation.***
4. ***Service Muzak subscribers.***

Base salary $6,000 plus. Send complete details in application to

Box 253C, BROADCASTING.

TELEVISION

Help Wanted

Sales

Excellent opportunity for top notch Sales Promotion man in major radio and TV market. Must be experienced in creative Sales Promotion techniques. This is a top job for the right man. Rush background material in confidence to

Box 215C, BROADCASTING

Production-Programming, Others

WANTED
TV-PRODUCER-DIRECTOR

By one of country's top TV stations in major eastern market. Must have wide, diversified local live and film programming experience. Have demonstrated initiative and creative ability. Excellent opportunity for right man with one of nation's pioneer and most progressive broadcasters. Salary commensurate with experience. For interview mail complete information to:

Box 220C, BROADCASTING

FOR SALE

Stations

FOR SALE
RADIO STATION
METROPOLITAN AREA

"Pay-as-you-operate" plan will buy this major market station, thus affording tax-saving method to seller. Dominant majority stockholder accepting executive position in larger non-competitive business which requires station sale. This valuable property is well-known in this continually expanding area with history to prove it profitable future. Modest cash payment will set the stage for this deal to buyer with financial reputation and experience. Guaranteeing entire station price. Easy "buy-as-you-operate" payments do not allow for brokers fee. Write directly to **Box 258C, BROADCASTING.**

Looking toward Florida? There are 137 stations within its 830 mile stretch—equal to the distance from Chicago to Pensacola.

Save time, travel and money through the services of our Florida associate. This full time representative can assist you in planning itinerary and conducting you to sellers.

PAUL H. CHAPMAN COMPANY

84 Peachtree
Atlanta

17 East 48th
New York

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Equipment

Wanted U.H.F. Transmitter
and accessories
Gene O'Fallon & Sons
639 Grant St., Denver Am 6-2397

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 WISCONSIN AVE., N. W.
WASHINGTON 7, D. C.

EMPLOYMENT SERVICES

COME SOUTH!

Mississippi Broadcasters Association, membership over 60 stations, have openings for all phases of broadcasting, including management. If you would enjoy living in leisurely mild climate with excellent working conditions and good pay, contact *Mississippi Broadcasters Placement Service (no fee), Paul Schilling, WNAT, Natchez, Mississippi.*

MISCELLANEOUS

This year give

TOUJOURS MANURE

—the provocative gift for gracious living. Twice as powerful as higher-priced spreads, this dried 100% pure cow manure is indispensable in civilized business and social life.

A little **Toujours Manure** goes a long way so don't spread it on too thick (complete directions on each package).

Order distinctive **Toujours Manure** in the sparkling white and gold foil 2 lb. fashion award Holiday Gift Pack. Only $1.50 (postage & packing paid).

Sunny Pastures, Dept. M
Strawberry Hill, Norwalk, Conn.

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

FOR THE RECORD

Continued from page 96

transmitter, install DA-N, change antenna-transmitter location and operate transmitter by remote control (studio location); conditions.

KANI Kailua, Hawaii—Granted license covering change in facilities, change to Non-DA, change antenna-transmitter and studio and station locations, make changes in antenna and ground system, installation of a new transmitter, and operate transmitter by remote control from studios; conditions.

KHUM Eureka, Calif.—Granted license covering changes in nighttime directional antenna system (using two tower array); conditions.

KFSG Los Angeles, Calif.—Granted license covering change in antenna system (add FM antenna); conditions.

WPAL Charleston, S. C.—Granted license covering change of antenna-transmitter and studio location and specify studio location.

KWON Bartlesville, Okla.—Granted license covering installation of a new transmitter.

KAZZ Austin, Tex.—Granted license for FM station.

KRE-FM Berkeley, Calif.—Granted license covering decrease of ERP to 9.7 kw, antenna height to minus 15 ft. and increase overall height above ground to 241′ 5″.

WGKV Charleston, W. Va.—Granted license to change remote control point (studio location).

KTKT-RM Tucson, Ariz.—Granted CP to increase ERP to 5.8 kw, antenna height to minus 18 ft., and change transmitter-studio location.

WTSV-FM Claremont, N. H.—Granted CP to reduce ERP to 3.4 kw, make changes in antenna system, and operate transmitter by remote control.

KGHL-TV Billings, Mont.—Granted Mod. of CP to change ERP to visual 316 kw, aural 158 kw, antenna height to 748 ft., type of transmitters. change antenna system and other equipment changes.

WEZL Richmond, Va.—Granted Mod. of CP to change antenna-transmitter location and make changes in ground system.

WRTI-FM Philadelphia, Pa.—Granted Mod. of CP to change type transmitter and amplifier; condition.

WFMR Milwaukee, Wis.—Granted Mod. of CP to make changes in antenna system, antenna height 215 ft.; condition.

WWMT New Orleans, La.—Granted extension of authority to remain silent to January 1, 1958.

Following were granted extensions of completion dates as shown: **WWGS Tifton, Ga.** to 12-4; **WRC-FM Washington, D. C.** to 3-19-58.

Actions of November 20

KAIR Tucson, Ariz.—Granted license for AM station; conditions.

WROW, WCDA, WCDB, WCDC Albany, Hagaman, N. Y. Adams, Mass.—Granted Mod. of license and CPs to change name to Capitol Cities Television Corp.

WTUP Tupelo, Miss.—Granted CP to replace expired CP which authorized change in facilities and installation of new transmitter; conditions.

KFOX Long Beach, Calif.—Granted Mod. of CP to change type transmitter; conditions.

WCLW Mansfield, Ohio—Granted Mod. of CP to change type transmitter; conditions.

WORC Worcester, Mass.—Granted Mod. of CP to change type transmitter; conditions.

Following were granted extensions of completion dates as shown: **WNOK-TV Columbia S. C.** to 5-25-58; **KTEE Carmel, Calif.** to 4-27-58; **WOAI San Antonio, Tex.** to 5-28-58; **WNMP Evanston, Ill.** to 2-23-58; **WFKB Key West, Fla.** to 1-31-58, conditions; **WPNX Phenix City, Ala., Columbus, Ga.** to 1-1-58, condition; **WCLW Mansfield, Ohio** to 2-26-58, conditions.

KGU Honolulu, Hawaii—Granted request for cancellation of CP for auxiliary transmitter.

Actions of November 18

KDZA Pueblo, Colo.—Granted transfer of control to **Dee B. Crouch,** Administrator of the Estate of **Zula Seaton** (deceased).

WTRY Troy, N. Y.—Granted assignment of license to **The WTRY Bcstg. Corp.**

WENS Pittsburgh, Pa.—Granted relinquishment of negative control by **Larry H. Israel** through transfer of stock to **Audrey W. Israel** (his wife).

WFBC-TV Greenville, S. C.—Granted CP to change transmitter location to near **Cleveland, S. C.,** make minor equipment changes and changes in antenna system and antenna height; antenna 2000 ft.

KCJB-TV Minot, N. D.—Granted extension of completion date to 1-1-58.

Action of November 15

KBCA (FM) Beverly Hills, Calif.—Granted assignment of CP to **Radio Beverly Hills.**

License Renewals

Following stations were granted renewal of license: **WACA Camden, S. C.; WANS Anderson, S. C.; WCRS Greenwood, S. C.; WDSC Dillon, S. C.; WSGO Concord, N. C.; WFLB Fayetteville, N. C.; WGNC Gastonia, N. C.; WHED Washington, N. C.; WHPB Belton, S. C.; WIFM Elkin, N. C.; WISE Asheville, N. C.; WKIM Wilmington, N. C.; WLAS Jacksonville, N. C.; WMAP Monroe, N. C.; WOIC Columbia, S. C.; WPFD Darlington, S. C.; WSOC Charlotte, N. C.; WTMA Charleston, S. C.; WTOE Spruce Pine, N. C.; WWNC Asheville, N. C.; WYCL York, S. C.; WDSC-FM Dillon, S. C.; WGNC-FM Gastonia, N. C.; WIFM-FM Elkin, N. C.; WSJS-FM Winston-Salem, N. C.; WTMA-FM Charleston, S. C.; WFBC Greenville, S. C.; WTNJ Trenton, N. J.; WMLV Millville, N. J.**

AWARDS

Plans Set for DuPont Awards; Radio-Tv Nominations Now Open

Nominations are open for the 15th annual Alfred I. duPont Awards. Three awards, each carrying a stipend of $1,000, will be given in recognition of "outstanding radio and television performances in the public interest during 1957."

One award will go to a radio or tv station "of larger power," one to a station "of smaller power," and one to a radio or tv commentator whose work during 1957 "has been distinguished by aggressive and consistently excellent and accurate gathering of news. . . ."

Deadline for nominations is Dec. 31. Individuals or groups may nominate, and nominations should be sent to Curator, Alfred I. duPont Awards Foundation, Lexington, Va. Winners will be selected by an awards committee headed by Dr. Francis P. Gaines, president of Washington & Lee U., which administers the program for the foundation. Presentation of the awards will be made March 28, 1958 in Washington.

Winners are offered the privilege of using the cash stipened to establish a scholarship or fellowship for the benefit of the broadcasting industry.

Media Awards Dinner Set Today

This year's National Mass Media Awards will be presented by the Thomas Alva Edison Foundation during a dinner today (Monday) at New York's Waldorf-Astoria Hotel. The awards, presented to the radio, tv, motion picture, children's book and comic book entertainment media, recognize efforts in encouraging interest in science, contributions to wholesome growth and development of youngsters, and actions "making meaningful the values and ideas of the American way of life and tradition." A "national station award" to the local radio and tv station best serving youth in its community also is being made. Admiral Lewis L. Strauss, chairman of the Atomic Energy Commission, is scheduled as speaker.

FJP Plans Award Dinner Dec. 10

Advertising, public relations, publishing and communications divisions of the Federation of Jewish Philanthropies will honor five leaders in the allied professions at the FJP annual dinner in New York Dec. 10, it has been reported. The dinner will honor the "professional and philanthropic leadership" of Robert W. Sarnoff, president, NBC; William R. Baker Jr., chairman of the board, Benton & Bowles; Thomas J. Deegan Jr., vice president, Alleghany Corp.; Herbert R. Mayes, editor, *Good Housekeeping,* and Dorothy Schiff, publisher, *New York Post.*

WGY's Brooks Gets Food Award

Martha Brooks, WGY Schenectady, N. Y., last week was presented with a "Lifeline of America" trophy award in the annual competition conducted by the Grocery Mfrs. of America. The awards are made annually to a woman broadcaster and an editor who perform outstanding jobs in interpreting to their audiences significant developments in the food field.

Women broadcasters who received certificates of merit during presentation ceremonies at GMA's annual meeting in New York were Josey Barnes, KDYL Salt Lake City; Esther Hotton, WTMJ Milwaukee, and Wynn Hybler Speece, WNAX Yankton, S. D.

AWARD SHORTS

Charles H. Brower, general manager, BBDO, N. Y., received Poor Richard Medallion and citation for "outstanding leadership in the field of advertising," from Philadelphia's Poor Richard Club.

James Thomas Chirurg, chairman of board, James Thomas Chirurg Co., Boston, received Junior Advertising Club of Boston's "Jacob" award for his work in advancement of youth in advertising.

Kenneth Snyder, tv copy staff, Needham, Louis & Brorby Inc., named local Advertising Copywriter of Year by Chicago Copywriters Club.

Jack L. Warner, president, Warner Bros. Pictures, to be honored Jan. 21 by National Foundation for Infantile Paralysis with 1957 Humanitarian Award "In recognition of his valuable contributions to human welfare."

Clete Roberts, newsman, KNXT (TV) Los Angeles, named "Man of the Year" by Southern California Counter Intelligence Corps Assn. for, ". . . high integrity in evaluating the freedom of the press with the confidential aspects of your informants and information."

Milwaukee Pops Rehearsal Aired

A special program telecasting the rehearsal of the Milwaukee Pops Orchestra was carried yesterday (Sunday) over WTMJ-TV Milwaukee (11 a.m.-12 noon). It is said to be the first time that rehearsal of a major orchestra has been carried on television. The conductor for the program was Arthur Fiedler of the Boston Pops Symphony.

WEEP For & Against Rock 'n' Roll

"I hate rock 'n' roll" and "I love rock 'n' roll" contests are running concurrently on WEEP Pittsburgh. Listeners are asked to write to the station telling why they either hate or love rock 'n' roll music. The winner of each contest will be awarded a hi-fi phonograph and the 10 runners-up in each category will receive a long-playing record of either classical or rock 'n' roll music.

WHTN-TV Organizes 'Ghost' Raiders

To promote its Civil War *Grey Ghost* series (Tuesday, 7 p.m. EST) and to emphasize the importance of the nation's civil defense, WHTN-TV Huntington, W. Va., organized 40 students from local Marshall College into a "Confederate army" and raided the city hall. After taking into custody the mayor and police chief, the invaders hoisted the Confederate flag above the city. The mayor was "forced" to sign a proclamation complimenting the *Grey Ghost* army on the surprise element of the raid, illustrating the need for every citizen to support his local civil defense activities.

One Call for all You Need in

LIGHTING EQUIPMENT RENTALS

ANYTIME - ANYWHERE!

For quick service, expert advice and one low price for equipment, installation and removal, call on one of the nation's largest suppliers of temporary lighting facilities—Jack Frost. His lighting equipment inventory is unexcelled. Below are just a few of the many items available for quick delivery whenever and wherever needed.

Write or Wire for Catalog and Free Estimates

LIGHTING

Complete M. R. Incandescent Equipment, M.R. High Intensity Arc Equipment, Dimmer Equipment 250 W — 10,000 W, Diffusion, Scoops, Reflectors, Bullboards, Cable.

PORTABLE POWER EQUIPMENT

AC and DC Generators 15 Amps to 1500 Amps (Truck or Caster-mounted). Portable Transformers — Dry and Oil, Portable Substations.

DOLLIES

Fearless and Raby Panoram Dollies, Crab and Western Dollies.

GRIP EQUIPMENT

MacTon Turntable for Cars and Displays, Mole Richardson Boom and Perambulator, Parallels, Ladders and Steps, Scrims and Flags, Dots and Stands.

JACK A. FROST
Dept. BT
234 Piquette Ave., Detroit 2, Mich.
Canadian Office:
41 Kipling Ave., South, Toronto, Ontario

WSTC Originates Live 'Shoparama'

WSTC Stamford, Conn., is originating *Shoparama,* a half-hour show from Bloomingdale's (a local department store) each week. Described as "a complete merchandising effort," the program covers all sections of the store, including its fashion department. *Shoparama* is aired on Monday, Wednesday and Friday at 10 a.m., EST.

Pigeons Promote KOME in Tulsa

Advertising executives "got the bird" from KOME Tulsa, Okla., when the station sent homing pigeons to ad men in the area to solicit orders. A note accompanied the birds requesting recipients to place an order via the "winged messenger" and stating that the advertiser placing the largest order would be awarded a bonus. The note also stated that the sender of the first order received by KOME would be awarded a transistor radio. This was won by Norman Rozell of Wilson Advertising, Tulsa.

Baltimore Disc Jockey Cleans Up

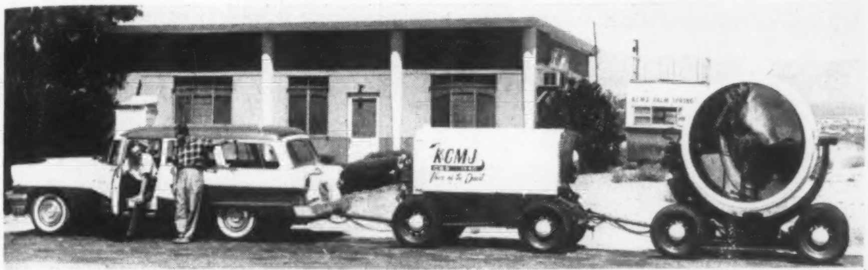
WBAL Baltimore disc jockey, Jim West's idea of housewives was that "they spend the day talking to each other over coffee cups." So when program manager Bob McKinsey picked him to do a show from 1 to 2 p.m. every day—a show that is planned and musically programmed for housewives —he thought they ought to put in some research on how "Maryland's ladies spend their days and what they like in music." Furthermore, to help WBAL's d.j. get some first hand experience in the dishpan and dust mop brigade, he has offered his services for a full day to some Baltimore housewife. With postcards and letters pouring in, plans are to award Mr. West's services on the basis of the best written thoughts on "Why radio is my constant companion. . . ."

WBC Airs Emotional Health Series

Westinghouse Broadcasting Co., in cooperation with the American Medical Women's Assn., is airing, on WBC's six stations, a 13-week series of public service programs devoted to the emotional health of the family. The series, which follows the format of WBC's *Growing Pains* series, again will utilize the "candid messages of a cross section of American youth, conversing with Miss Helen Parkhurst, noted educator and child psychologist."

NBC-TV Airs Live Show From Cuba

NBC-TV, in conjunction with its Havana affiliate, CMQ-TV, will air the first live variety show direct from Cuba to the U. S., using AT&T's new over-the-horizon scatter microwave system. The program will be *The Steve Allen Show* Jan. 19 which will originate from Havana's new Riviera Hotel. It will be the third NBC-TV show to originate live from CMQ-TV. On Sept. 29, Mar-



A SEARCHLIGHT PACKAGE has been devised by KCMJ Palm Springs, Calif., with the help of an 800 million candle power arc-light and its self-contained generator. To take advantage of the frequent "grand openings" in the resort community the station offers advertisers a campaign of spot announcements over the air, with the tag "Follow the searchlight to the grand opening," climaxing it on opening day by towing the searchlight through the streets with the station's station wagon. A beam of light is projected into the sky that attracts buyers for miles. KCMJ's executive vice president, Robert D. Blashek (standing), is pictured with general manager Norman W. Lofthus, organizer of the promotion.

tin Agronsky's *Look Here* interviewed Cuban strongman Fulgencio Batista, and earlier, Nov. 13, 1955, *Wide Wide World* featured special segments from Havana relayed by an airplane.

CBS Plans Yearend News Shows

CBS Radio and CBS-TV will schedule additional yearend news programs next month. On Dec. 29 both networks will broadcast *Years of Crisis*, an annual news show that features CBS correspondents from all over the world. CBS Radio last week reported it also will program *Big News for '57* on the same day at 3:05-4:30 p.m., while CBS-TV is planning *Big News—'57* that will be a one-hour telecast. Blair Clark, CBS newsman, will be anchor man of the radio show drawing liberally from tape and from the 20 foreign correspondents with the network. On tv, newsman Bob Trout will be anchor man, similarly drawing from film and correspondents.

KOOL-TV Gauges Editorial Pull

KOOL-TV Phoenix, Ariz., reports heavy viewer response to its new nightly editorial program, *Sound Off With Don Harvey*, 10:55-11 p.m. Beginning Oct. 28 with a campaign on "Smust" air pollution, Mr. Harvey on his third broadcast asked for action by a legislator. At show sign-off, a call was waiting from State Rep. Ruth Adams White.

With no pre-promotion, *Sound Off* has pulled strong mail and telephone reaction, KOOL-TV reports. Tom Chauncey, president and general manager of the station, is credited for inception of the editorial show.

Baltimore Views for Clues

WBAL-TV Baltimore is gratified by public reaction to its Word-A-Vision contest that the station ran during October to call attention to its fall line-up. To encourage people to watch the shows at least once, WBAL-TV announced, via whole-page ads in the *Baltimore News-Post*, that top prizes of RCA Victor color tv sets and portable tvs would be presented to winners. Word-A-Vision is played on a form similar to a cross-word puzzle but with words running horizontally only. Viewers had to watch the station to fill in the blanks. Entries were received from 2,034 people and the station estimates that, judging from the number of additional entry forms sent out by the station and distributed by RCA Victor dealers, more than 20,000 started playing the game.

MBS Starts Children's Series

MBS today (Monday) begins programming *The Story Princess* (Mon.-Fri. 6:35-7 p.m.), a new weekday children's program "the first such show to be scheduled in five years", according to Harold M. Wagner, MBS programming vice president. Mr. Wagner said the new show, which features Alene Dalton in the title role, will be in Mutual's "station service group"—programs provided to affiliates by the network for local sale. In this plan, stations keep all revenues from sponsorships, Mr. Wagner noted.

Sputnik, Muttnik—Now KALLnik

A helium-filled balloon was launched Nov. 13 by KALL Salt Lake City with a large "KALLnik" printed on its side. The sphere contains a certificate that entitles the finder (when KALLnik finally "falls out of its orbit") to a cocker spaniel and a year's supply of dog food.

KFAB's 1110 Search Ends

KFAB Omaha's "Eleven-Ten Baby" contest [PROGRAM & PROMOTIONS, Oct. 21] has been won by a staffer of a rival station—Valere Thaden, engineer with WOW Omaha. KFAB's frequency is 1110 and it has been waiting to award the equivalent of a one-year scholarship to the baby born on Nov. 11 (11th month, 10th day) at 11:10 a.m. or p.m. Mrs. Thaden gave birth to a daughter at Nebraska Methodist Hospital at 11:10 a.m. on the day specified.

CKSO-TV Sudbury Sends a Share

An official-looking "share of the business future of the world's nickel capital and the world's uranium capital" is being mailed to advertisers by CKSO-TV Sudbury, Ont., to call attention to its power increase from 2.02 kw to 30 kw.

BUYING
BIG
BUSINESS?
BEST BUY
IN ROANOKE!
WSLS-TV

The circle of WSLS-TV influence reaches a 2 billion dollar market . . . bringing 548,200 households within sales range.

Confirmed by NCS #2 Spring 1956

"best looking"
in ROANOKE . .

NBC

WSLS
TV-10
maximum
power

Represented
Nationally
AVERY-KNODEL, INC.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

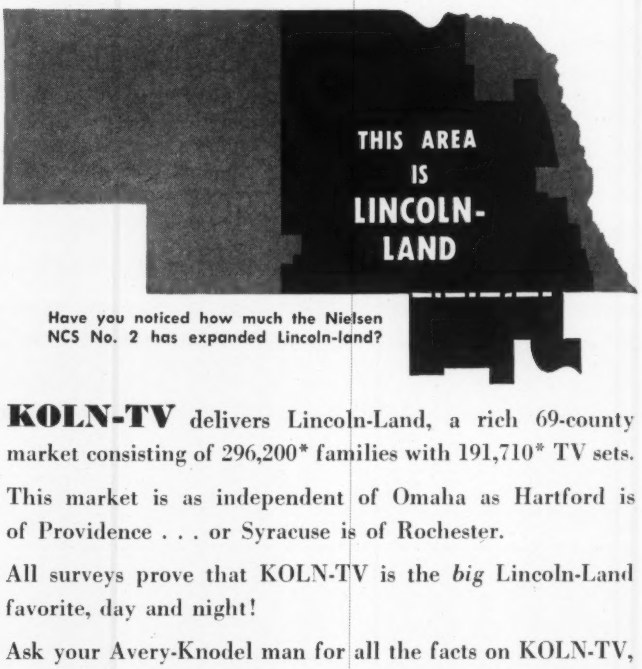
So close at hand
So very good

Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre

KNOTT
K
HOTELS

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

KOLN-TV delivers Lincoln-Land, a rich 69-county market consisting of 296,200* families with 191,710* TV sets.

This market is as independent of Omaha as Hartford is of Providence . . . or Syracuse is of Rochester.

All surveys prove that KOLN-TV is the *big* Lincoln-Land favorite, day and night!

Ask your Avery-Knodel man for all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

*See NCS No. 2

ARB SURVEY — LINCOLN-BEATRICE MARKET
June 9-15, 1957 — 8:30-10:00 P.M.

This special ARB Survey of the Lincoln-Beatrice market was made at the request of an important national advertiser. It shows that in EASTERN Lincoln-Land alone, KOLN-TV gets more than *twice as many viewers* as the leading Omaha station!

	Rating	Share
KOLN-TV	29.5	57.0
Station B	12.5	24.2
Station C	9.5	18.4
Others	.2	.4

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KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

MONDAY MEMO

from **WILLIAM J. HOFFMAN JR.**, *director of network radio, BBDO*

WHY NETWORK RADIO IS BOUNCING BACK

The current resurgence of network radio as a major advertising medium in the best judgment of both clients and agencies has, of course, been one of the outstanding developments of our business during the past year.

Most of us agree that 1957 was the year which saw the end of the downward trend of network radio, a rapid, panicky skid which started back in 1949 shortly after the arrival of TV—or "radio with pictures" as Matthew (Joe) Culligan of NBC Radio affectionately regards the younger medium.

Certainly we here at BBDO working in radio have been happy to see many of our accounts returning to network radio this year, many others planning to do likewise in 1958 . . . and some just plain getting interested in the "old gal" again for the first time since around 1950.

Network radio has enjoyed a substantial comeback at BBDO this year for the following reasons:

(1) Flexibility—This is perhaps the most outstanding characteristic of network radio today. The network radio medium has taken on many of the traits and characteristics inherent in spot radio. For example, it is now common knowledge, that no longer is it necessary to buy attractive segments and participations on first-rate programs. We have learned through experience that network radio can be of value in planning special campaigns, sales drives or emphasizing seasonal peaks such as the current Christmas season. Our "Operation Snowflake" on behalf of U. S. Steel or the Penick & Ford radio spectacular on Dickens' "Christmas Carol" are current examples. During the year we have had others such as Dupont, General Mills, Rexall, etc.

NETWORK NOW HAS SPOT ADVANTAGES

Furthermore, we who are engaged in network radio have observed that although this medium has adopted some of the advantages of spot radio, it still retains several very important individual characteristics: (a) unity of programming; (b) prestige for the sponsors; (c) programming elements and features which are virtually impossible to duplicate on a spot or local basis. In short, we now know that network radio broadcasting can offer exclusive and extremely desirable program elements which many times can be almost tailor-made to fit the advertising requirements of our sponsors and their budgets.

(2) Frequency—Another major factor which has been absorbed during the year has been that the successful use of network radio today calls for frequency or multi-exposure. The reason, of course, is that in this "radio with picture" age, single, once a week radio network shows which once ruled the broadcast roost, no longer attract large audiences compared to television. Yet we have also learned that although, in terms of large audiences, these half-hour "name" programs aren't as attractive numberwise as accumulated audiences via multi-participations, there is often much value in prestige and merchandising attached to such properties.

However, we realize that in the case of the average performer and radio program, it is necessary to accumulate listeners rather than trying to reach them with one show. Thus, the various network packages and plans are finding increasing favor. The fact that you can make more than 25 million commercial impressions in one weekend via 20 five-minute "individual" shows at a cost of 33 cents per 1,000 listener commercials is creating a great deal of interest to advertisers who can afford a $10,000 weekend budget.

(3) Extending reach of television—During the past 365 days we have also learned that a television investment for prospective customers reached can be stretched for relatively few extra dollars through the intelligent use of additional network radio programming. We have been surprised at the large numbers of people a modest network radio schedule can deliver for our spots, most of whom didn't see the tv program.

(4) Merchandising and Promotion—Two of our clients, Dupont Zerone and the American Institute of Men's & Boys' Wear have illustrated how an attractive basic radio buy can be promoted and merchandised to even greater advantage. For example, in the case of Dupont, the Andre Baruch-Bea Wain *Weather Show* on ABN offered the anti-freeze dealer trade considerable promotional and merchandising support via closed-circuits and a dealer film in addition to the more than 30 five-minute weather programs each week. The entertainment-service programming also was ideally suited for extension via merchandising. As for the AIMBW, it sponsored a series of weekend programs this summer and fall using the NBC *Monitor* "Weather Package" with Miss Monitor (Tedi Thurman) who also cooperated extensively with the campaign through special recordings and personal appearances. In both instances, the entertainment portion of the package was closely allied to the products being sold, thus the merchandising and promotion helped add an extra dimension to the basic broadcast buy at no extra cost.

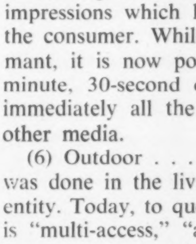
RADIO STIRS THE MENTAL IMAGE

(5) Imagery Transfer—This term has caused quite a bit of discussion the past several months. Who conceived it is relatively unimportant. What is extremely vital is that many of our personnel have come to appreciate that Imagery Transfer offers a quick, easy method of extending the coverage and impact of visual advertising through the judicious use of radio. They are aware of the fact that all previous "sight" advertising, has created many impressions through the years, impressions which have been stored away in the minds of the consumer. While these images may be temporarily dormant, it is now possible through the use of a clever one-minute, 30-second or even six-second radio spot to recall immediately all the visual impressions previously made by other media.

(6) Outdoor . . . In the hey-day of radio, most listening was done in the living room with the family present as an entity. Today, to quote Bob Eastman of ABN, that audience is "multi-access," "ambiactive." In other words, they're all over the place, doing a lot of different things individually. This past year we have found out that many of them are outdoors, especially during the summer months. Certainly the 38 million-plus car radios, the new transistors, not to forget the forthcoming Dick Tracy-type wrist band radios, promise increased out-of-home listening in the years ahead.

Finally, we have become aware of the fact that network radio very often offers the last important word with the woman shopper before she enters the supermarket via her car radio; that client anniversaries, the opening of new plants, and general public relations activities are areas in which the use of network radio can offer new values; that nighttime reaches substantial numbers of people.

These are but some of the many advantages of radio—particularly network radio—that we at BBDO have fully realized during this past year.



William J. Hoffman Jr.; b. New York City, Nov. 21, 1914; Educ. Princeton U. Joined NBC in 1938 in the production department. Spent four years with Armed Forces Radio Service during World War II, returned to NBC until 1948. One year later moved to McGraw-Hill as news editor. In 1950 joined BBDO as tv account man. On Jan. 1, 1957, appointed director of network radio for agency.

Toting the Toll Polls

WHEN the House Commerce Committee begins its consideration of subscription television next month, it will have vital information which the FCC lacked when it issued last October its tentative approval of a trial of toll tv.

The Commerce Committee will have knowledge of the public's views on the subject. This knowledge did not exist when the FCC was considering its action. It is knowledge which is indispensable to any final decision on the fate of toll tv.

In four polls of varying nature within the past month the public has voted overwhelmingly against subscription television. It will be a thoughtless congressman indeed who fails to translate that public sentiment into an election issue.

A mail poll conducted by KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, turned up these results: 5,002 viewers against subscription television, four in favor of it [PROGRAM SERVICES, Nov. 1].

A mail poll conducted by Sen. William Langer (R-N. D.) among residents of Bartlesville, Okla., where a wire movie system is operating, turned up these results: 1,930 against subscription television, 163 for it [PROGRAM SERVICES, Nov. 11].

A mail poll conducted by *Tv Guide* among its readers turned up these results: 43,361 (96.65%) against subscription television, 1,527 (3.45%) for it [PROGRAM SERVICES, Nov 25].

A special personal interview survey of 1,409 persons in 10 widely scattered cities, conducted by The Pulse for BROADCASTING, turned up these results: 939 (66.6%) against subscription television, 470 (33.4%) for it [LEAD STORY, Nov 18].

Each of these surveys has its own importance, and all must be considered by any government body which is to participate in the decision on subscription tv. We think it proper, however, to commend to the special attention of the Congress and the FCC the results of the survey conducted by The Pulse—and not because we were a party to the project. The questioning in that survey was deliberately slanted to give toll tv a break. The Pulse interviewers asked people if they would be interested in having in their home a subscription service that offered "first-run movies, major sports events, Broadway shows, operas, ballets, etc." It was on that question that the vote was two-thirds against subscription tv, yet the question obviously was intended to elicit a maximum of replies favoring subscription television because of the implied suggestion that toll service would supplement existing programming.

The prospect is, of course, that a toll service would not supplement existing service. It would replace it.

The heads of all major television networks have publicly announced that they vigorously oppose subscription tv but will be forced to go into it if it is authorized.

Existing television networks are the largest repositories of knowledge of television programming and operations. They logically may be expected to become the dominant forces in toll tv if toll tv is allowed on the air.

Inexorably, the free service to which the public has become accustomed will degenerate, perhaps disappear, if the government opens the door to subscription service. If the public is made aware of that prospect, it will not take kindly to those in its government who advocate the approval of toll tv.

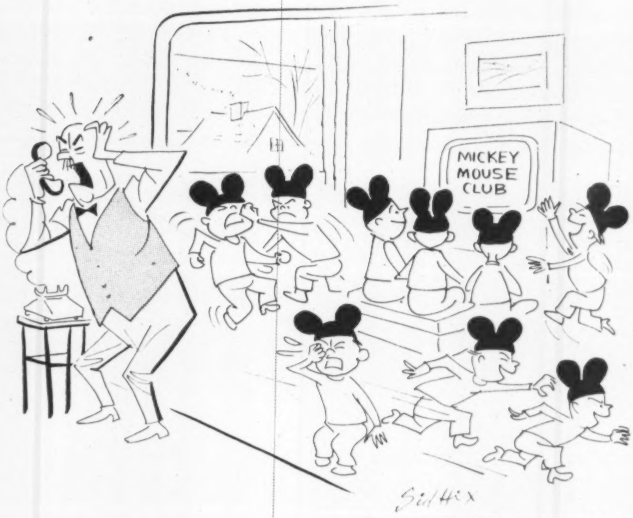
The fact that the public likes what it now gets is documented by the same Pulse study which showed that 93.5% of the people regarded present tv fare as satisfactory or better. We doubt that any congressman will wish to participate in an action which more than nine out of ten voters oppose.

Case of Nerves

THE FCC has a severe case of jitters. It's the worst we've seen in more than a quarter of a century of covering this Commission and its predecessor Federal Radio Commission.

The cause is clear. It's the operations, or machinations, of the Moulder Committee, officially the House Subcommittee on Legislative Oversight. This committee, authorized at the last session to inquire into all administrative agencies on what supposedly was to be a high-level study of their conduct under the statutes which authorized their being, has gone far afield of that declared intent.

The FCC is accustomed to Congressional investigations. It has had more than its share, mainly because it operates in an area close to the public and therefore close to the Congressional polling booths. And next year is an election year.



Drawn for BROADCASTING by Sid Hix

"Hello? Rodent exterminating company?"

But this is the first inquiry that has caused sleepless nights for members of the FCC and its staff. The Moulder inquiry crops up in almost every conversation. It must figure subconsciously in almost every FCC move.

The Moulder Committee staff, headed by Bernard Schwartz, a faculty member of New York U., has undertaken a mode of preliminary inquiry that is more akin to a criminal inquisition than a legislative study. Lawyers and disgruntled applicants are asked to turn "state's evidence" by supplying leads or information under the promise that the identity of informants will be concealed. Expense accounts are being checked, not only of FCC members and their staffs, but also of licensees and presumably applicants. Such information, by questionnaire, is sought back to 1949 (originally a predecessor subcommittee requested data from 1953 to coincide with the change in administration, but the Moulder Committee avoided setting a date with such obvious implications of political partisanship).

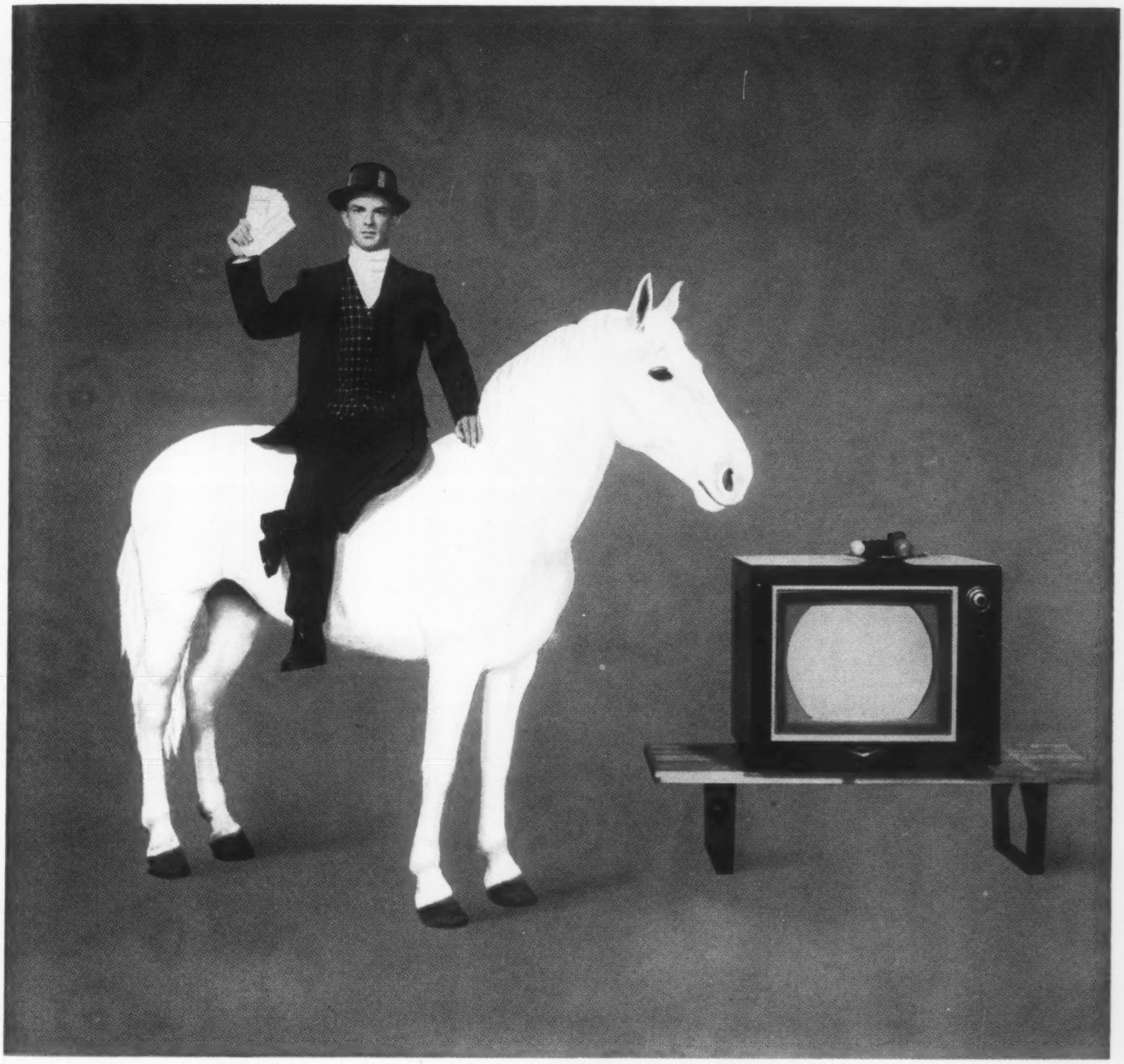
The venerated Speaker of the House, Sam Rayburn, is responsible for the idea of an oversight committee. A subcommittee of the House Interstate & Foreign Commerce Committee, it was given special funds—an unusually large $250,000 budget. Mr. Rayburn has said that what he had in mind was a legislative inquiry to determine whether administrative agencies, such as the FCC, ICC, FTC, CAB and the SEC, are functioning as Congress intended, i.e., as regulatory arms of Congress, or have become subservient to the executive branch, meaning the White House.

There can be no complaint about this approach. It is reasonable to assume that administrative agencies have lost sight of their assigned functions and have deviated from the Congressional intent. But does that mean the kind of cloak-and-dagger inquisition now being conducted under the direction of Moulder Committee chief counsel Schwartz? Or the suspicion that a Commission vote can be "bought" for a lunch, dinner or perhaps an afternoon on the golf course?

The FCC isn't a court. (If it were, perhaps members of Congress would not call individual commissioners to pitch for a constituent applicant or to see how this or that case is doing.)

Commissioners can learn about the business of broadcasting and communications only through individual contact with the licensees themselves. This is the counterpart of what senators and representatives do in "going to the scene" the world over to get the first hand "feel" of situations before considering legislation or appropriations. Some call them junkets.

Congress convenes next month. We hope that Speaker Rayburn and Chairman Oren Harris (D-Ark.) of the parent Commerce Committee will promptly put the Moulder Committee back on the track and quit this seeming nonsense of votes being bought by a free lunch or a case of Florida grapefruit for Christmas.



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